

# Case Study: Directed Discovery Conversion Compass

Pharmaceuticals



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**Boundless Discovery<sup>SM</sup>**

## Background

- Client had developed an “extra strength” formulation of its current product for the pediatric market.
- The client’s current product was commonly used.
- Converting business from the old product to the new product was a critical success factor for that particular product line.

## Objectives

- The primary objective of this research was to explore the thought process of physicians regarding their adoption of the client’s product.
- The brand team would use the results of this study to develop programs designed to encourage new product adoption.

## Methodology

- The entire research project included both qualitative and quantitative research.
- The qualitative research was used to aid in the development of the quantitative questionnaire.
- This report was based on the findings of quantitative research.
- 240 physicians were used for web-based data collection.
- The physicians were divided into the following three segments:
  - 90 High Converters
  - 94 Low Converters
  - 56 Non-Converters

## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>High Converters are more likely to be the first to try a new product, while Low Converters and Non-Converters are more likely to wait until others have used the product.</li></ul>	<ul style="list-style-type: none"><li>Marketing team developed strategies to increase early acceptance rates for Low Converters and Non-Converters.</li><li>Sales representatives spoke to all groups about the added benefits of the new product.</li></ul>
<ul style="list-style-type: none"><li>Low and Non-Converters have less knowledge about the client's product than the other two groups; however, desired to learn more about the product.</li></ul>	<ul style="list-style-type: none"><li>Marketing team developed better methods for educating Non-Converters and Low-Converters.</li></ul>
<ul style="list-style-type: none"><li>All three groups place the same importance on information sources. However, High Converters seek out information more frequently, followed by Low Converters.</li></ul>	<ul style="list-style-type: none"><li>Marketing team developed ways to better reach Low and Non-Converters.</li><li>Client considered increasing the sales force to reach more physicians and to speak with current users more frequently.</li></ul>
<ul style="list-style-type: none"><li>High Converters placed more emphasis on efficacy when choosing products, while the other two segments were more interested in cost.</li></ul>	<ul style="list-style-type: none"><li>Sales representatives spoke to the three segments differently, according to their concerns/needs.</li><li>Client developed advertisements that placed more value in the product.</li></ul>

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