

**Case Study:
Discovered Opportunities
Concept Development**

Pharmaceuticals Market



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Background

- The market had a medical need for a new dose regimen for a vaccine that protected against a common ailment in children.
- Changing the regimen would require pediatric providers to make changes in their behavior and practice regarding vaccination.
- Pediatric providers would decide how to implement the new regimen within their practices and each individual provider would establish the rate of adoption.

Objectives

- Client requested a primary market research study to explore the impact a new dose regimen would have on the market.
- The primary objective was to discover how a change in the regimen would affect the projected volume of vaccine needed.

Methodology

- 400 physicians were recruited via telephone and were then invited to complete web-based interviews with the following specifics
 - 117 solo pediatricians
 - 109 medium-sized pediatric practices
 - 32 large-sized pediatric practices
 - 69 solo Family Practitioners (FPs)/General Practitioners (GPs)
 - 61 Medium FP/GP practices
 - 26 Large FP/GP practices
- In order for the research to be projectable to the entire population of pediatricians and GP/FPs in the US, data in this study was weighted to represent the actual proportion of pediatricians to GPs/FPs and solo practices to group practices in the US population



Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• Participants were satisfied with the current regimen because it protected against the indication and infections; however, physicians stated the current regimen was not 100% effective, did not offer life-long immunity, and cost was an issue• Doctors believed the new regimen improved protection against the indication; however, the extra dose was a drawback because of the concern for cost• Client would receive a high rate of adoption for the new regimen if able to effectively communicate that the improved efficacy outweighed costs associated with an extra dose	<ul style="list-style-type: none">• Sales representatives spoke to physicians regarding the new vaccine regimen's improved efficacy• Client placed advertisements in popular journals/magazines for doctors• Marketing team developed strategies that would educate physicians on the added value of the new regimen• Client began working with insurance companies to encourage coverage of the new booster
<ul style="list-style-type: none">• Doctors mentioned they would increase the amount of the new vaccine they ordered each time• However, doctors were faced with a challenge of balancing the need for an extra booster with identifying those patients who qualified for a "catch-up" booster.	<ul style="list-style-type: none">• Sales representatives communicated with physicians on a large scale regarding the benefits of the new regimen to maximize revenue and discussed the importance of sending informative letters to households

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