

**Case Study:  
Market Illumination  
Market Landscape**

**Pharmaceutical Market**



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## Background

- Client is developing a new vaccine for adolescents.
- Client's vaccine will be second to market.
- CDC recommended this vaccination for this indication.

## Objectives

- The main goal was to gain key insights into the perceptions, opinions, behaviors, and attitudes of the target consumer segments.
- The main areas of interest were:
  - Gauge consumers' reaction to the client's new vaccine
  - Identify the beliefs that will lead to the desired behavior
  - Identify the influence of various healthcare provider (HCP) segments on the decision-making process of different consumer segments

## Methodology

- Qualitative research was conducted
- Telephone in-depth interviews (IDIs) were conducted with parents of adolescents
- The following screening criteria was used:
  - Individual was primary/equal decision-maker in matters concerning the adolescent's healthcare
  - Adolescent was up-to-date with vaccination schedule
  - Mix of ages
  - High school degree or higher
  - Household income \$40,000 or higher
  - Primarily Caucasian



## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>• Nearly a quarter of the respondents did not perceive a need for the vaccine, because they were generally skeptical about vaccines, were worried that it may become mandated, and did not see any need for it.</li><li>• Some respondents believed it was very necessary to use the vaccine on adolescents because they trusted young people were more at risk. However, some respondents did not believe adolescents could be exposed to the indication, so they supposed it was not necessary to protect against it.</li><li>• Interest in the vaccine does not always equate to action; side effects and the long-term risks associated with the vaccine were the biggest areas of concern.</li><li>• Explicit reference to the vaccines preventative intent and the need for adolescents to receive the vaccine was important to drive acceptance of the vaccine.</li><li>• Parents needed to understand the side effects of the vaccine, how long the vaccine had been studied, that the vaccine worked, and what population was used in the study in order to be confident about requesting the vaccine for their adolescent.</li></ul>	<ul style="list-style-type: none"><li>• Marketing efforts went to developing strategies that would effectively educate parents and adolescents on potential risk factors, harms of the indication, and benefits of vaccination.</li><li>• Marketing team developed descriptive advertisements and product labels to better inform parents and adolescents of the low risk side effects and information gained from past studies</li><li>• Communication pieces were developed and further tested to insure all communication goals were met.</li></ul>
<ul style="list-style-type: none"><li>• The parents stated they would be much more likely to go to a specialist as opposed to the adolescent's doctor, because many doubted their adolescent's doctor would mention the vaccine.</li><li>• Most parents said they would listen to their adolescent's doctor if the doctor mentioned the vaccine, but would go to a specialist for a second opinion.</li><li>• About half of the parents said they would be unlikely to make a decision solely on their adolescent's doctor's advice.</li></ul>	<ul style="list-style-type: none"><li>• Sales representatives developed educational materials for family practitioners and pediatricians about the disease and common beliefs of parents. The representatives stressed the importance of speaking to parents and adolescents about the indication.</li><li>• Further marketing research was conducted on the educational materials to gauge the effectiveness in the market.</li></ul>



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