



IIA LATIN AMERICA: *Decision support through strategic research.*

Case Study: Promotional Campaigns and Physician Activities in Spain for COPD Treatment

Background

The client, a European pharmaceutical manufacturer of respiratory medicines, required knowledge and evaluation of the activities of respiratory specialists and primary care physicians in Spain regarding diagnosis, treatments, and medication protocols for patients with acute respiratory problems. The primary objective was to understand the impact promotional campaigns and programs for prevention and education had on physician and patient attitudes. The Project also required an in-depth understanding of visiting rep activities, promotional literature, and electronic information available to the physicians and to patients.

How we helped this client

- A primary research study was conducted beginning with primary care and specialist physician interviews, to obtain an in-depth understanding of their attitudes and activities in relation to respiratory treatments.
- In a second phase of the study, interviews were conducted with a panel of physicians to evaluate the impact of treatment (brand) communications, concepts, attributes and benefits, knowledge of clinical trials and scientific literature, actions of the visiting medical reps, visits to websites (pharma company and/or brand specific), use of diagnostics provided by pharma companies, on brand image.
- Interviews with a limited number of patients with acute and chronic respiratory problems regarding first symptoms and initial visit to clinic and/or specialist, method of diagnosis, understanding of the illness, medications, treatment and costs.
- Analysis of messaging used by each brand in the marketplace, with comparative diagnostics reviewing competitive differentiation and similarities in texts and imagery, and factors related to understanding and believability of the messaging.

What we delivered

- Competitive analysis and conclusions.
- Recommendations on best methods for contact with physicians, and positioning of brand and company messaging.
- Specific recommendations to optimize communications by means of traditional media (prospectus/pamphlets, clinical trials, scientific literature, congresses, etc.), by electronic media (website, virtual communities, blogs, forums, e-mail, CD, mobile phone, video DVD, etc.), and for visiting reps.

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