

+
CATALYSTS DRIVING
SUCCESSFUL DECISIONS
IN LIFE SCIENCES

+ CASE STUDY

DIFFERENTIATING IN A COMMERCIALIZED MARKET

FOCUSING ON THE KEY STAKEHOLDERS IN HYPERTENSION

Perception is everything. As markets evolve, it's essential for brands to evolve with them, to stay competitive, relevant and prominently positioned to the right stakeholders. This is especially true in the constantly changing healthcare landscape.

The Challenge

A leading European pharmaceutical company was facing growing commoditization and price erosion within its international hypertension portfolio. To remedy this, they felt they needed to quickly change brand direction. They engaged us to help them determine the market opportunity and challenge the brand team's proposed approach to the new positioning where necessary.

The Kantar Health Difference

Our approach was adapted to make the most of the client's extremely tight timelines. We started by looking at the current dynamics of the international hypertension marketplace to fully understand how their drug was being used. We undertook a patient record study (PRS) to size hypertension subpopulations and identify unmet needs using the National Health and Wellness Survey (NHWS), the largest global self-reported general population survey in the healthcare industry. Treatment objectives and current hypertension treatment algorithms were examined and fed into initial forecasts. We

also facilitated workshop discussion groups to help the client understand exactly how and where its product was most likely to be used. We then interviewed specialists, general practitioners and patients to measure and evaluate the perceptions of the drug. These findings allowed us to revise initial forecasts and provide the team the optimal strategy and supporting positioning/messaging to improve ROI.

Our findings showed specialists were not only the leaders in initiating therapy in patients with comorbid conditions but also the potential ambassadors for the clinical benefits. Thus, we recommended messaging that resonates with specialists and emphasizes product benefits.

We also found regional variation in treatment and stressed the importance of keeping high visibility of ongoing clinical trial programs.

Based on our insights the client revised their positioning and messaging, gaining acceptance of key stakeholders.

FOR MORE INFORMATION, PLEASE CONTACT:
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WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.