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CATALYSTS DRIVING
SUCCESSFUL DECISIONS
IN LIFE SCIENCES

A lack of understanding can result in suboptimal outcomes, including misdiagnoses of health conditions. To improve awareness, information and the way it's presented may need to differ by audience. Our client found this to be the case with general physicians (GPs) and cardiologists caring for patients with unstable angina.

+ CASE STUDY

GETTING TO THE HEART OF WHAT MATTERS

OPTIMIZING COMMUNICATIONS TO CARDIOLOGISTS AND GENERAL PHYSICIANS

The Challenge

A leading European pharmaceutical company sought to empower physicians in secondary care to take greater responsibility for patients with unstable angina as they would often automatically refer patients to cardiologists or even discharge them due to a lack of engagement and understanding of the condition. The client had been using the same marketing materials for GPs as for cardiologists, and the materials had been developed to cover all components of acute coronary syndrome (ACS) – ST elevation myocardial infarction (STEMI), non-ST elevation myocardial infarction (NSTEMI) and unstable angina – at the specialist level.

The Kantar Health Difference

We suggested that using the same marketing materials for both GPs and cardiologists may have contributed to the lack of engagement. We conducted in-depth interviews with GPs to understand how they felt about treating ACS to establish motivators and barriers to engagement

in treating STEMI, NSTEMI and unstable angina. This reinforced the differing attitudes and approaches toward treating unstable angina and a perceived lack of engagement and interest.

We suggested repositioning GPs as the “key player” in ACS diagnosis by providing reassurance and adding clarity around the gray areas of diagnosis and treatment. We recommended developing “less clinical” marketing materials with a patient case study as stimulus for an unstable angina discussion.

When testing the new marketing materials, GPs immediately recognized the new, less clinical approach, commenting that it was “more personal” and “more emotional” with simpler and easier-to-remember messaging. Our research not only changed the direction of the communications program but also the approach taken by sales representatives.

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.