

Sticking to the Script

Acquisition Tactics & Patient Adherence

With many younger brands emphasizing conversion to product as the goal of DTC advertising spend, they often overlook the adherence benefit of these acquisition-focused campaigns. Meaningful improvements in patient adherence have been measured for acquisition campaigns across the industry, validating the positive effect on patient outcomes.

In 2009, a study of adherence among patients treating with oral diabetes medications found annual healthcare cost savings for adherent patients of close to \$850 per person.¹ Across treatment categories, the cost of a non-adherent patient is substantial to every stakeholder, including patients, physicians and insurers. As healthcare costs move to the forefront of budgetary debates, the search for effective tools with which to drive patient adherence gains momentum, and has the potential for meaningful improvements in overall economic welfare.

The causes of patient non-adherence are wide-ranging; however, the exposure of patients to direct-to-consumer advertising presents a uniquely adaptable and measurable forum for potential influence. Patients, in general, have positive opinions of DTC utility and these positive opinions have significant impact on the use of DTC information for healthcare decision making.² DTC drives an increased demand for treatment, and helps put under-diagnosed patients in physicians' offices.³ Beyond simply driving a doctor's visit, evidence suggests that DTC spending correlates with an increase in appropriate prescriptions, with no significant effect on inappropriate prescriptions.⁴

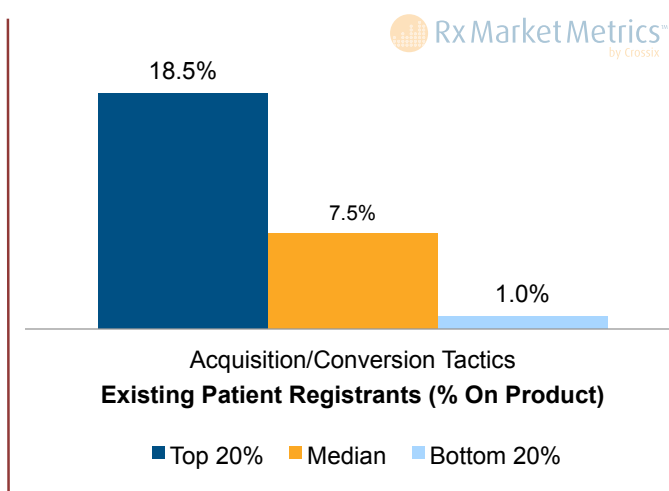
Existing patients reached by all forms of DTC

The goal of driving that initial prescription, and acquiring that new patient, is a major force behind DTC spending. While many marketing teams have a dedicated CRM strategy for enrollees driven by adherence-focused tactics, the majority of the brand spend can often be allocated toward broad-reach

acquisition tactics. Even with the goal of new patient acquisition, however, these tactics inevitably reach existing patients.

Through the use of Rx-based analytics, the share of existing patients driven by these acquisition tactics can be measured. Chart 1 displays the Crossix RxMarketMetrics™ benchmark for the percentage of existing patients driven by acquisition tactics. Sometimes, the share of registrants already on product is small, but often the size of this pool is substantial, and can be meaningful when calculating ROI. Existing patients driven by acquisition tactics cannot contribute to the net impact of the program on new patient starts, often thought of as the only

Chart 1: Benchmark for Percentage of Existing Patients Driven by Acquisition Tactics



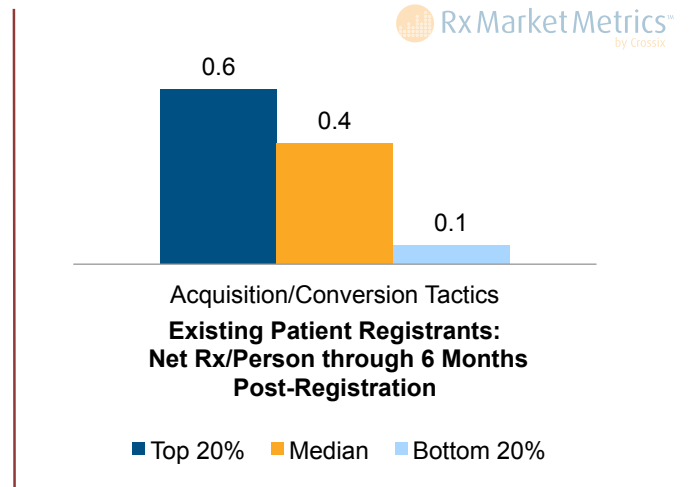
substantial source of incremental revenue for such programs. With the success of acquisition tactics defined strictly as impact on new patient starts, the RxMarketMetrics™ benchmark indicates that, at the median, 7.5% of registrants (and in some cases close to 20% of registrants) will not contribute to measured value, diluting measured success of ROI maximization efforts and potentially inhibiting positive ROI.

Existing patients register into acquisition-focused CRM programs for many reasons, including the desire for support, information and savings from a branded outlet. Just as messaging toward potential new patients seeks to provide support, similar messaging can influence behaviors of existing patients as well. Exposure to branded or unbranded messaging, for example, can help patient adherence (especially of “newer” existing patients), whether by increasing comfort level, or simply serving as a reminder. Therefore, only through the measurement of adherence impact, in addition to new patient starts, can a brand gain a holistic understanding of the impact of an acquisition campaign.

Acquisition campaigns can drive adherence

As shown by the RxMarketMetrics™ benchmark in Chart 2, acquisition tactics drive an incremental 0.4 Rx, at the median, from existing patients in the six months following registration. Brands should more often recognize this impact of acquisition programs on patient adherence for a more accurate look at performance; moreover, acquisition programs can drive increased adherence among new patient starts, post-conversion to product. These effects have the potential to provide a substantial positive boost to program ROI when measured. Using the benchmarks for existing patient registration rate (7.5%) and adherence benefit (0.4 Rx/person), an average acquisition campaign producing 100,000 registrants realizes 3,000 net Rx from existing patients in the six months following registration. With the broad range of script values for various brands, the incremental benefit in this example runs the gamut from marginal to game-changing.

Chart 2: Benchmark for Acquisition Tactics from Existing Patients in the 6 Months after Registering



The audiences exposed to acquisition tactics across various channels can differ greatly in their share of existing patients. Identifying the composition of a tactic’s audience and responder base upon launch supports the potential for differing creative, CRM or level of spend, according to campaign goals. Instead of Rx-based measurement after a campaign has concluded, timely “in-flight” Rx-based measurement can identify meaningful differences in existing patient shares driven across campaign tactics, informing spending and communication decisions and supporting “real-time” optimization.

Marketing teams can seize the opportunity to potentially augment the adherence benefit of acquisition programs through the tailoring of campaign messaging not only to potential new patients, but also to those currently on product. In terms of a patient’s exposure to healthcare messaging, DTC can play an important role between doctor visits. Even more proactive patients, who seek information from independent

About Crossix RxMarketMetrics™

Prescription drug information drawn from Crossix RxMarketMetrics™, market benchmarks for performance of patient adherence and consumer marketing activities based on thousands of actual Rx analyses including more than hundreds and hundreds of consumer marketing tactics across a broad range of therapeutic categories.

Campaigns included in RxMarketMetrics aggregated for the chronic, lifestyle and specialty/biologic markets and derived from actual, anonymized and aggregated, results of consumer marketing campaigns for dozens of leading pharmaceutical brands ranging from direct response (DR) to general awareness and branding campaigns (GA), and multi-channel, from Web to Print to TV.

Normative Rx-based measures include conversion rates and curves, retention rates and curves, and Rx patient profiles specific to the market, channel and tactic. Benchmarks are further broken down by campaign specifics, such as purpose, level of branding, creative, offer type, response channel and fulfillment stream.

sources, will often receive a range of DTC messaging. Creative and CRM strategies for acquisition campaigns can seek to convert patients to product, while being a force for increased patient understanding, comfort, and adherence.

Timely “in-flight” Rx-based measurement can identify meaningful differences ... informing spending and communication decisions and supporting “real-time” optimization.

Lead to better outcomes via adherence

Net Rx represent far more than simply the “adherence benefit” of acquisition programs, they also represent an influential factor in improving overall economic welfare. In November 2012, the Congressional Budget Office published its finding that an increase in overall Rx utilization results in decreased spending on medical services among Medicare beneficiaries.⁵ For the US healthcare system in general, the New England Health Institute estimated that non-adherent patients cost up to \$290 billion annually, or 13% of total healthcare expenditures.⁶ A doctor has limited influence in driving a patient to fill the next Rx, but, collectively, the decisions have broad economic implications. Given their reach and general

acceptance by patients, DTC tactics, including those focused on new patient starts, can play an important role in improving patient adherence. **DTC**

This is a part of an ongoing series on Rx market metrics of various consumer marketing activities. For more information, see the Crossix RxMarketMetrics™ website (www.rxmarketmetrics.com), from Crossix Solutions Inc., an Rx-based consumer analytics company (www.crossix.com).

References

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