

Shifting the Erosion Curve

Almost any brand facing loss of exclusivity (LOE) expects that such change will bring with it a loss of market share. The challenge is mitigating that loss over time. Yet with a strategic promotional plan in place that proactively engages patients and makes it easier for them to stay on a branded therapy, it's possible to shift the erosion curve in a more positive direction.

Situational Analysis

Our client needed to build and maintain brand equity for its blockbuster drug past its loss of exclusivity. To that end, it sought to launch this campaign well before the brand's patent was set to expire—capitalizing on the opportunity to build a loyal patient base.

Solution Design

The client looked to EngagedMedia™ to create and implement an innovative way to digitally connect with patients to promote the distinct value of its branded therapy. Using the patented EngagedPatient™ platform, the brand used intelligent, data-driven mobile messaging programs designed to communicate benefits and value of the therapy, ultimately minimizing the impact of LOE on brand performance.

Campaign elements included:

- A variety of promotional channels—including HCP collateral, hard card savings, social media, TV ads and email campaigns—to enroll as many patients as possible in the program
- Push notifications via patients' mobile devices, with access to brand-specific savings programs
- Personalization options that allowed patients to determine how they would like to receive prescription-related messages via SMS or email



INTELLIGENT MOBILE MESSAGING

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Results

The EngagedPatient™ program far exceeded the brand's eroded value estimates, given that the program's volume average prior to LOE was several thousand redemptions per month. The continued success of this program can be attributed to the efficient digital provision of the savings card, coupled with the personalized pharmacy-event based messaging to each enrolled patient.

Increased Monthly Rx Refills Over Projected Rates:

1 MONTH POST-LOE:

+157%

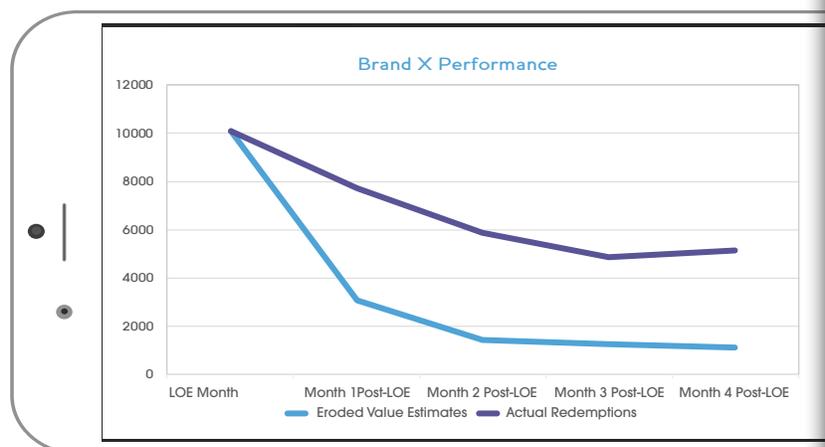
2 MONTHS POST-LOE:

+319%

3 MONTHS POST-LOE:

+296%

4 MONTHS POST-LOE:

+365%

The EngagedPatient™ platform utilizes real-time pharmacy events and information to connect with patients about their prescription medications. Our patented technology includes a simple, privacy-safe enrollment process that taps into a patient's claim data to trigger intelligent, personalized mobile messages that promote adherence and deliver a positive brand experience.

Contact us to learn how we can help reach your brand's goals.



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