

Getting to the heart of what matters to secondary care general medical physicians

KANTAR HEALTH

The catalyst for
successful decision
-making in the life
sciences industry

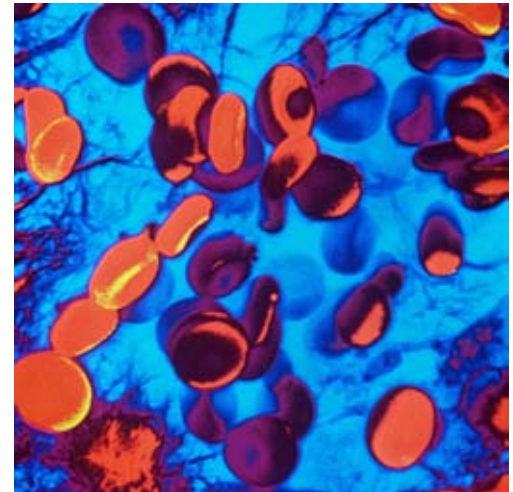
Challenge

A leading European pharmaceutical and biotech company was keen to empower general medical physicians in secondary care to take greater responsibility for patients with unstable angina. General medical physicians would often automatically refer patients to cardiologists or even discharge them due to a lack of engagement and understanding of unstable angina and its diagnosis.

The client had been using the same marketing materials for general medical physicians as for cardiologists. Acute coronary syndrome (ACS) is one of three diseases involving the coronary arteries: ST elevation myocardial infarction (STEMI), non-ST elevation myocardial infarction (NSTEMI) or unstable angina, and the materials had been developed to cover all areas at a specialist level.

Process

We suggested these clinical marketing materials had been responsible for the lack of engagement on behalf of the general medical physicians and that we explore alternative marketing methods. We undertook multiple depth interviews with general medical physicians to understand how they felt about treating ACS to establish motivators and barriers to engagement in treating STEMI, NSTEMI and unstable angina. This research reinforced the differing attitudes and approaches toward treating unstable angina and a perceived lack of engagement and interest.



Outcome

We suggested stimulating general medical physicians' ownership of the medical issue and repositioning them as "the key player" in ACS diagnosis by providing reassurance and adding clarity around some of the gray areas of diagnosis and treatment. We recommended the development of "less clinical" marketing materials with less detailed clinical data, more imagery and a patient case study to be used as stimulus for an unstable angina discussion. We then worked with the marketing team and the creative agency to redesign the marketing materials to reflect this new ownership and less clinical and more personal approach.

Catalytic moment

Our analysis went much deeper into uncovering underlying motivations of general medical physicians than is the norm for such research projects and made the key points very clear to the marketers and the creative agency, thus guaranteeing a successful outcome. When testing the new marketing materials, general medical physicians 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.