
Medico-Marketing Seminar

How to Benefit from Your Investment in Clinical Trials

**17 October 2008
Athens, Greece**

Notes

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The illustrations are from
Dr. Umbach's book and CD-ROM
"Successfully Marketing Clinical Results:
Winning in the Pharma Business",
Gower Publishing, London, 2006

Your Potential

Let your ideas inspire you



Reservoir

Catalyst

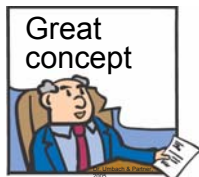


If an idea occurs to you, please write it down

Personal action plan

Get your inspirations on paper

Personal Story



Great concept

Marketing manager:
Clinical trial results of a major brand

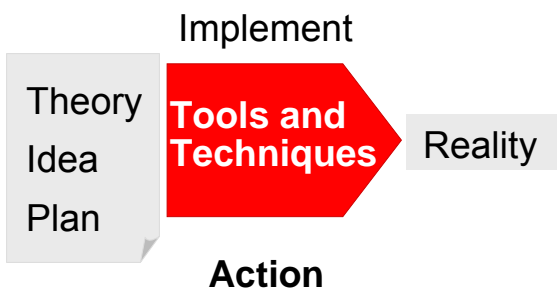


Marketing strategy
Send document

What happened?

Nothing

Blueprint for Success



Examples and Case Studies

Substantin



Your substance



Your Product

Benchmarking

Your Goals



Objectives you want to achieve

= How do you define success?

= Performance indicators?

Success Criteria in Marketing

Win in the market

Prescriptions

Market share


Revenue



Science → Sales

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The Art of Rhetoric



Finding the best way to persuade a particular audience

Aristotle

ΤΕΧΝΗΣ ΠΡΟΤΟΡΙΚΗΣ
Ars Rhetorica

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Opportunity



Clinical trial results

Gift

Unfortunately, some companies will not even unwrap it.

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Reality

A study not marketed
is like a study not done.

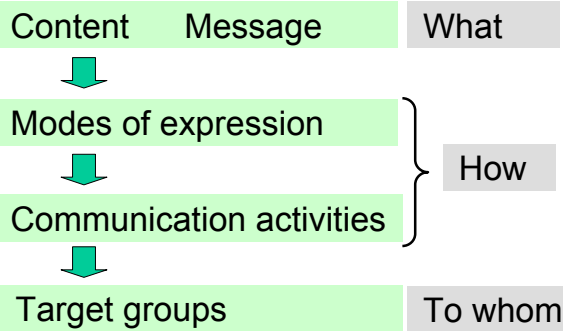
It is within your grasp.



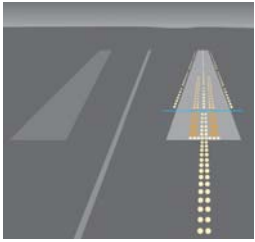
Personal Opportunity



Develop the Strategy



Market Intelligence



Market segment

Competitors

Target group

Learn exactly where your landing lights are located

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Target Group

Antiarrhythmic agent



Main prescribers:
General Practitioners

Initial prescribers: Cardiologists 
Disappointed

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Never neglect
the specialists

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Focus

Whom do you want to convince?



Are you on target or off-track?

Your Key Customers

Doctor Pharmacist Patient Others



Payors
Nurses
...

What the Doctor Looks For

Study results!



Sales rep

Advantages for me and my patients?



Physician

Results → **Message**


Numbers, tables, diagrams

Give meaning

What you want to convey to your customers

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Make Sense of the Results



What do the results mean?

Message?

Our antihypertensive product lowers blood pressure effectively

↓

Ticket of Entry Only

Pointless message

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Be Unique and Remarkable



The trial:

In what way is it special?

What distinguishes it from others?

How are the results distinctive?

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The Investigators



Discuss questions
with clinical
investigators

An immense
knowledge
base

Gain insights
from the experts

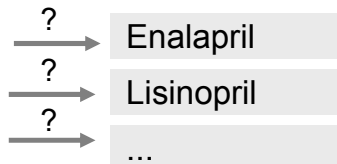
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'Class Effect' Questions



Transfer to other substances
within the same class

SAVE trial
results with
Captopril



Can I achieve the same outcome
with other similar products?

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Question Handling

The Others

Your Product

~~Enter into discussions~~

We have got the data. They don't.

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Calling the Other Treatment

- Control
- Standard therapy
- Conventional therapy
- Reference substance
- Gold standard

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A Convincing Message

- Concise** Short and to the point
- Clear** Easily understandable
- Credible** Endorsed by reliable sources
- Consistent** Repeated in a uniform way
- ...
- Something your Customers **Care** about

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Be brief

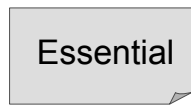
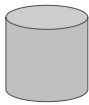
Keep it **s**hort and **s**imple

Kiss

Decision Criterion

No Benefit

Benefit



Unnecessary
Drop the details

Relevant

What's-In-It-For-Me
Syndrome

Emphasize the Benefit

What the company does What the customer gets

We will mail
you the reprint

You will get the
reprint by mail

Customers' Eternal Question



The Doctor's Real Needs



My goals

The doctor is interested in
Improving patients' health

Making patients happy

Giving state-of-the-art treatment

Saving precious time

Being financially successful

Features	Benefits
<p>Umsätze</p> <p>Trial data</p>	<p>Solving a customer problem</p>
<p>Dr. Gallup, USA: Effect of content of TV spots on sales</p>	
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COMET: Scientific Data
<p>Carvedilol in Heart Failure</p>
<p>In the Carvedilol or Metoprolol European Trial (COMET), around 3000 people with chronic heart failure were assigned to receive twice-daily doses of carvedilol or metoprolol for around five years. Yearly mortality rates were 8.3% with carvedilol and 10.0% with metoprolol. Average life-expectancy was eight years for patients given carvedilol compared with 6.6 years for patients assigned metoprolol. 34% of patients assigned carvedilol died during the five-year study compared with 40% of patients assigned metoprolol.</p>
<p><small>Based on presentations and The Lancet, 5 July 2003</small></p>
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?
<p>Message to experts</p>
<p>Message to prescribing physicians</p>
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COMET: Message to Experts

Carvedilol in Heart Failure

Results of a European study in this week's issue of *The Lancet* suggest that the beta-blocker carvedilol offers substantial survival benefit compared with another widely-used beta blocker for the treatment of chronic heart failure.

Based on presentations and *The Lancet*, 5 July 2003

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COMET: Message to Physicians

Carvedilol in Heart Failure

**Dilatrend® patients live longer,
on the average 1.4 years***

* COMET: Carvedilol *versus* Metoprololtartrat.
The Lancet 2003;362:7-13

Dilatrend® is a trademark from Roche
Based on translation from German "Deutsches Ärzteblatt", 12 September 2003

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ACTION: Scientific Data

Long-Acting Nifedipine in Angina

A Coronary Disease Trial Investigating Outcome with Nifedipine GITS (ACTION): Patients with treated stable symptomatic coronary disease: 3825 patients assigned to nifedipine and 3840 assigned to placebo

Findings: 310 patients allocated nifedipine died compared with 291 people allocated placebo ($p=0.41$). Primary endpoint rates per 100 patient-years were 4.6 for nifedipine versus 4.75 for placebo. With nifedipine, rate of death and any cardiovascular event or procedure was 9.32 per 100 patient-years versus 10.50 for placebo ($p=0.0012$)

Based on presentations and *The Lancet* published online August 31, 2004

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Your Suggestions?

Message to experts

Message to prescribing physicians

Press release

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ACTION: Message to Experts

Long-Acting Nifedipine in Angina

Addition of nifedipine GITS to conventional treatment of angina pectoris has no effect on major cardiovascular event-free survival. Nifedipine GITS reduces the need for coronary angiography and interventions.

Based on presentations and The Lancet published online August 31, 2004

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ACTION: Message to Physicians

Long-Acting Nifedipine in Angina

A unique study due to its design, size and scientific validity

Proven safety and improved outcomes on top of best practice treatment: 11% additional risk reduction*

*Primary endpoint and interventions

Based on presentations and The Lancet published online August 31, 2004

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ACTION: Press Release

New landmark study demonstrates additional benefits of long-acting nifedipine

ACTION is the first long-term randomised controlled clinical trial of an antianginal drug in ...

Professor Philip Poole-Wilson, Chairman of the steering committee, presented the ACTION results.

ACTION ... documents that a long-term treatment with nifedipine GITS significantly prolongs cardiovascular event and procedure-free survival, when added to a best-practice therapy.

Modified text based on original press release at www.adalat.com

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Link Your Trials



Together, INSIGHT and ACTION make nifedipine GITS the most tested calcium channel blocker with the best evidence, proving its clinical efficacy ...

Based on slide set in www.adalat.com and on article in the Lancet published online August 31, 2004

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4 'S': Scientific Data

Scandinavian Simvastatin Survival Study

Although noncardiac death rates were similar among the groups, the relative risk of mortality (from any cause) was decreased 30%, and the relative risk of coronary mortality was decreased 42% in the simvastatin arm.

Based on presentations and the article by Pedersen TR: Coronary artery disease: the Scandinavian Simvastatin Survival Study experience. Am J Cardiol. 1998 Nov 26;82(10B):53T-56T

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4 'S': Message to Physicians

Scandinavian Simvastatin Survival Study

Zocor® Power for survival

Zocor® is a trademark of Merck & Co

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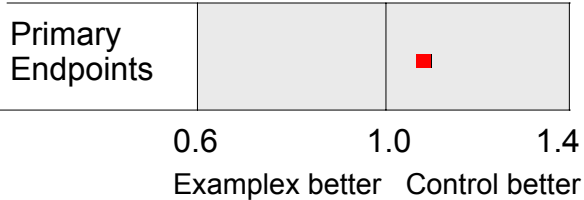
Case Study

- Large trial
- Several thousand patients
- Cardiovascular disease

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Exampler: Outcome I

Relative Risk



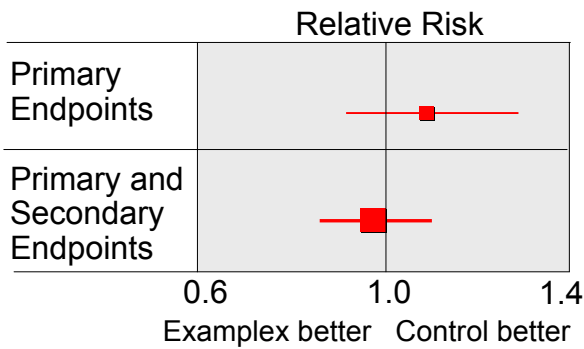
Which 3 questions will you ask?

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Questions to Ask

- Confidence intervals
- Results for primary **and** secondary endpoints
- Number of individual endpoints

Examp~~e~~x: Outcome IV



Adalat INSIGHT Study

Adalat once-daily:
Effective in preventing
cardiovascular ... complications



An appropriate and safe initial
treatment for hypertension

Brown et al: Lancet 2000: 56: 366-72

ONTARGET

Telmisartan was "noninferior" to ramipril. The combination of the two drugs was associated with more adverse events without an increase in benefit.

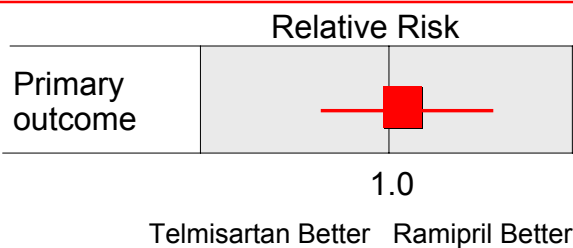
N Engl J Med, April 10, 2008

ONTARGET: Message

Telmisartan was equivalent to ramipril in patients with vascular disease or high-risk diabetes and was associated with less angioedema.

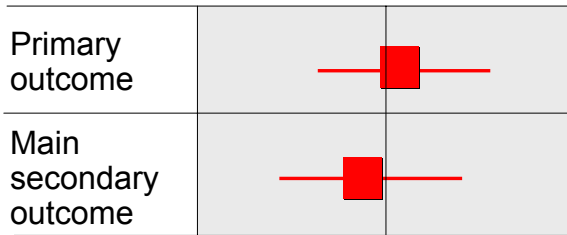
N Engl J Med, April 10, 2008

ONTARGET Study: Results



ONTARGET Study: Results

Relative Risk



1.0

Telmisartan Better Ramipril Better

Based on N Engl J Med, April 10, 2008

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ONTARGET: Opinion Leader

"This study is of clinical importance because it demonstrates that telmisartan is an effective and safe alternative to ramipril.

This means both patients and physicians have choices and can use telmisartan where appropriate with a high degree of confidence."

<http://www.medscape.com/viewarticle/572259>

Lead investigator of the trial, Dr Salim Yusuf (McMaster University, Hamilton, Ontario)

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Brand Visibility

Brand name in study name?

Rename / modify the study name

Sell the product,
not the study

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INSIGHT

International
Nifedipine once-daily
Study:
Intervention as a
Goal in
Hypertension
Treatment

Bayer AG

Adalat[®]
INSIGHT
Study

Act Responsibly

Publish **all** results whether
positive or negative!

Attention

More
volatile
than



ether

More
precious
than



gold

Capture the Prospect's Attention

First

Make the viewer
curious and
interested



Eye-catchers
attracting attention?

What Gets the Most Attention

abc



1 ?

Text

Machine

2 ?



3 ?

Pattern

Eyes

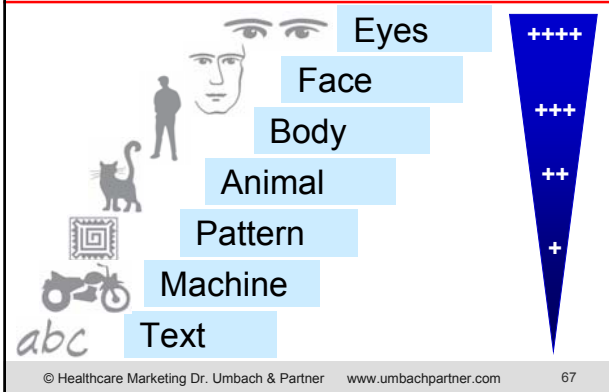


Face

Body

Animal

Ranking Attention-Grabbers

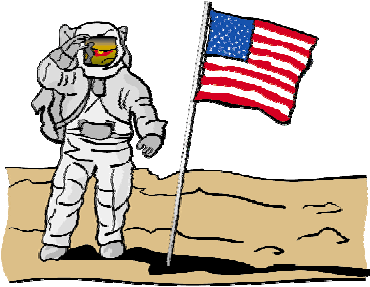


The more text-heavy your communication is, the faster you will lose your audience

Get Attention For Your Study

Special words
arousing curiosity?

First Man on the Moon?



Neil Armstrong

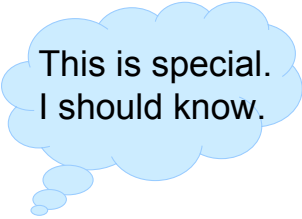
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Words That Spark Attention

Words you should connect to your study ...

First

New



Can you justify them?

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A Unique Trial



because it is the **first** ...

study that ...

randomized study that ...

randomized **double-blind** study that ...

randomized double-blind study with an **active control** that ...

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The Only One

The only angiotensin receptor blocker with proven mortality and morbidity benefits in heart failure, irrespective of background therapy

CHARM: Candesartan in Heart Failure - Assessment of Reduction in Mortality and morbidity

Atacand® is AstraZeneca's trademark for candesartan

AstraZeneca
CARDIOVASCULAR

CHARM 3

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A Precise Number

Key conclusions from the Examplex trial in diabetic patients

The **3** key conclusions from the Examplex trial in diabetic patients

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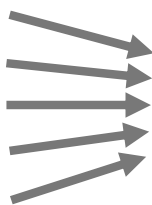
74

The Complete Package

Modes of expression

Content

Words
Style
Layout
Diagrams
Images



Message

Be comprehensive!

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The Right Words



Use only those terms that convey your message

Find the piece that fits

Use Attractive Headlines

- Analysis of the ABC trial
- Abstract "
- Results "
- Summary "
- Conclusions "
- Lessons learned "

Precious Words



The 2 most important words mankind can offer

- 1 Live
- 2 Love

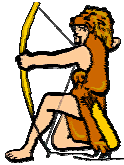
Airline



Hong kong. Live it. Love it.

CATHAY PACIFIC

Keywords



A hunter scans the horizons for animals

Medical News

.....
.....
.....

The reader scans the text for "carewords"

'Magic' Words



Health

Value

Advantage

Benefit

Result

I feel most comfortable with ...

Alternatives to "Prove"

Avoid

- Prove

Prefer

- Validate
- Document
- Confirm
- Highlight
- Emphasize
- Underline

Alternatives to "Difference"

Your product is 20% superior

Unclear

Better

Preferable

20%
difference

20%
increase

20%
improvement

Dictionary

The ten most important words for marketing the trial are ...

•
•
•
•

•
•
•
•

Write your vocabulary

Put in on the wall or computer

Dictionary: Example



Vocabulary → Identity

- highly efficacious
 - convenient
 - solution
 - very good
 - improves
- clinical outcome
 - saves time
 - faster
 - advantage
 - physiological

Speak the truth, but
speak it pleasantly

Zarathustra

Language

Dark
side



Bright
side

Words with

Positive interpretations

Optimistic connotations

Agreeable implications

+

Raw

→

Edited

Original Translate Text Edited

Choose positive wordings
Express things in favourable terms

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- → +

Campaign advocating
prevention measures for senior citizens

Fighting disease
in old age

Staying healthy
at 50 plus

Title selected

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- → +

old

established
well-known
modern classic

Example: Aspirin®
Bayer: Aspirin®

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- → +

disappointing	informative instructive insightful
---------------	--

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- → +

unquestionable	accepted
----------------	----------

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- → +

Exampelx reduces mortality	Exampelx prolongs survival
	Exampelx improves survival

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- +

Fewer side effects	Better tolerability
--------------------	---------------------

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- +

Risk reduction with treatment	Benefit achieved with treatment
-------------------------------	---------------------------------

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Use the Active Voice

A 20% increase in survival rate was observed in the Examplex group	Examplex improved survival by 20%
--	-----------------------------------

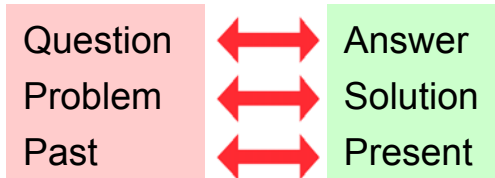
SAVE trial: Captopril improved ... by 20%

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Text Logic



Write texts that create tension



Questions and Answers

What percentage of patients had a preference for Examplex?

80% of patients preferred Examplex

Problem and Solution

Diabetes is with your patients all day, every day.

Now there's an insulin that can work just as long. Examplex provides 24-hour coverage with just one administration.

Based on a real advertisement

Past and Present

Many cancer patients suffer from bone-destroying activities associated with bone metastases.

Until recently, there was no effective treatment for bone metastases. **Now** biphosphonates can help improve bone strength in cancer patients.

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Edit a Scientific Text

This randomized clinical trial investigated the influence of substantin on the mortality of patients with breast cancer. The trial showed a significant difference between the treatment arms in favour of substantin.

?

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Edit a Scientific Text

This randomized clinical trial investigated the influence of substantin on the mortality of patients with breast cancer. The trial showed a significant difference between the treatment arms in favour of substantin.

Substantin significantly improves survival in breast cancer patients. The results of this randomized clinical trial clearly confirm the benefit of substantin.

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Use Eye-Catching Headlines

Start with a statement that ...



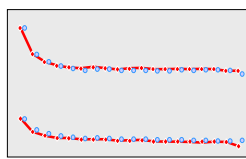
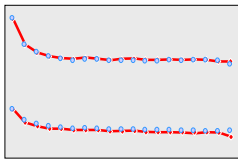
- Promises to add value
- Announces an advantage
- Demonstrates a benefit

Purposeful Subheadings

Mean Blood Pressure Values

Antihypertensive Efficacy

Mean Blood Pressure Values



The Q & A Section



People like
Questions & Answers

Question

Why is this study important?

Answer

This is the first study that ...

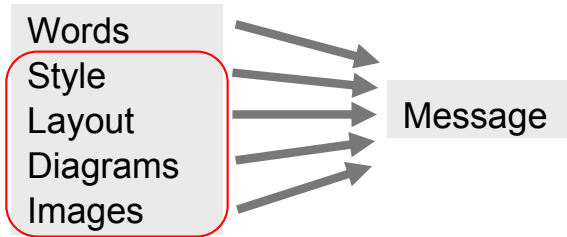
Expressing Figures

0.2 %	Two in Thousand
0 2 2 5 %	2.25 %
80%	8 of 10
950 000	About 1 million
26 years	More than a quarter of a century

Appears ↓ **Appears** ↑

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Visual Communication



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Continuous Text Bullet Points

Format your text for clarity and easy reading. Your headline has grabbed the reader's eye. She's reading what you've got to say with interest and curiosity. Bullet points highlight the information you want to emphasize. Which is clearer, continuous text or text laid out using bullet points?

- Attention
- Interest
- Clarity

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Number of Bullet Points

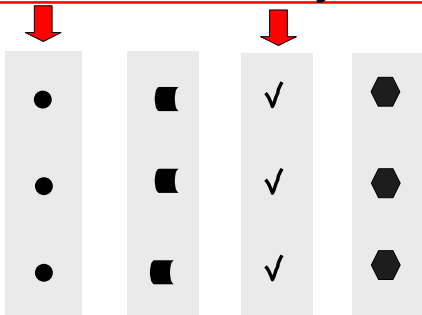
Uneven

Even

3

Make lists of three

Suitable Symbols



Font Size

Many people cannot read letters smaller than 20 points!



Choose appropriate size

In your presentation charts use letters that are big enough to read for people sitting in the last row, for example 40 points.

Capitals and Lower Case

THIS TRIAL CONFIRMS THAT
SUBSTANTIN CAN IMPROVE
SURVIVAL OF PATIENTS



Avoid capital letters

This trial confirms that substantin
can improve survival of patients

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Italics

*This trial confirms that substantin
can improve survival of patients with
advanced breast cancer*



Stay away from italic style

This trial confirms that substantin
can improve survival of patients with
advanced breast cancer

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Underlining

This trial confirms that substantin
can improve survival of patients with
advanced breast cancer



Avoid underlining

This trial confirms that substantin
can improve survival of patients with
advanced breast cancer

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Negative Typography

How to Emphasize Words

Change to a bigger font

Change to another font

Underline

Bold

Colour

Highlight



Direct Quotations

"An exciting trial"

Quotation marks
will increase recall
by 28%

An exciting trial

Layout

Composition of text and image

How do you arrange the elements?

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Learning from Google Ads

	Clickthrough Rate
Popular Ethernet Terms 3 Page Guide - Free PDF Download Complex Words - Simple Definitions www.bb-elec.com	0.1%
Popular Ethernet Terms Complex Words - Simple Definitions 3 Page Guide - Free PDF Download www.bb-elec.com	3.6%

The Clickthrough Rate is the percentage of people searching who actually click. If 100 people search, and one person clicks through: 1% Clickthrough Rate
www.perrymarshall.com/google/day2.htm

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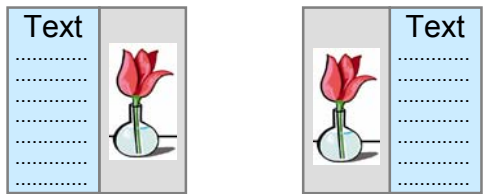
Learning from Apple

Safari is not your standard browser

Do you wish to use it as your standard browser?

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Vertical

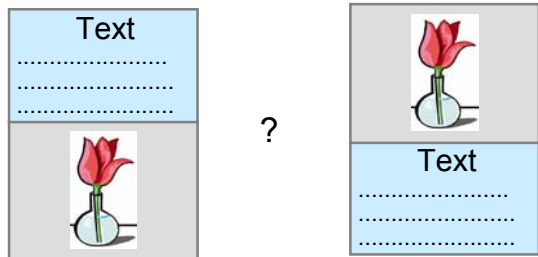


?



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Horizontal



?



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Precious Space

Which are the **first** and which are the **second** elements to be read in a piece?

- Headline **1**
- First words of copy
- Last words of copy
- Words underneath the photo **2**

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Correct Captions

Examplex saves time



Examplex saves time



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Glomerular Filtration Rate

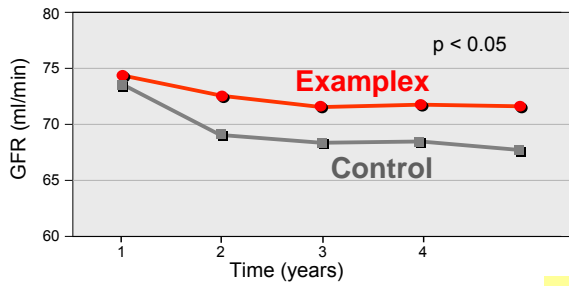
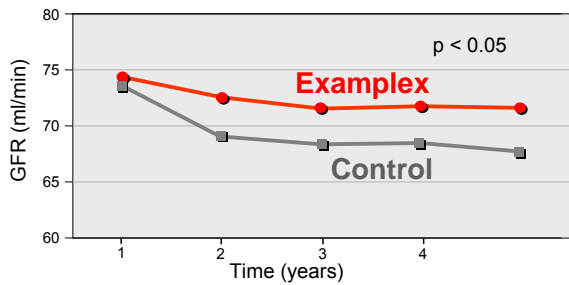


Figure 3: Analysis of data from measurements of glomerular filtration rate in the two treatment groups



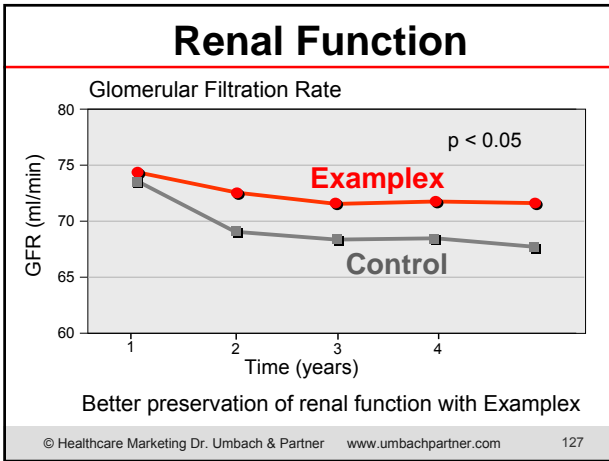
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Glomerular Filtration Rate ?



Better preservation of renal function with Examplex

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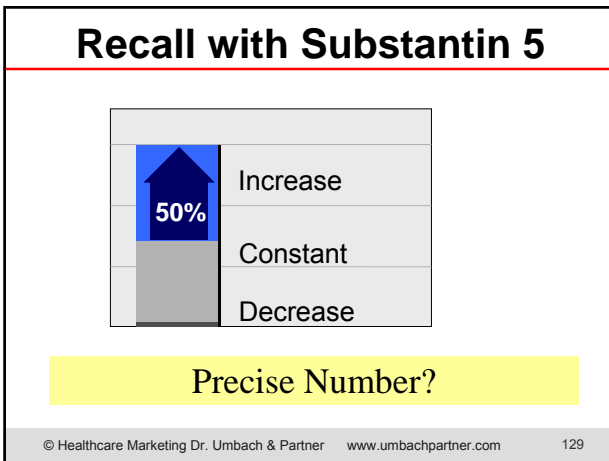


Recall with Substantin 1

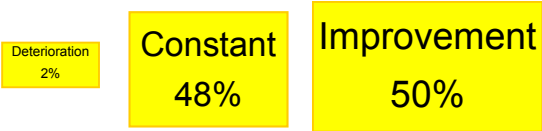
Increase	Constant	Decrease
50%	48%	2%

Sequence of columns?

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Recall with Substantin



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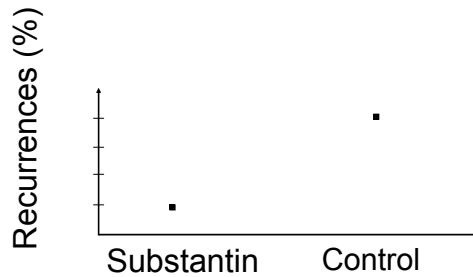
Clinical Trial Results

Herpes virus infections
Substantin* reduces
recurrences** by 75%

- * Brand name: Examplex
- ** Percentage of cases in which it happens again

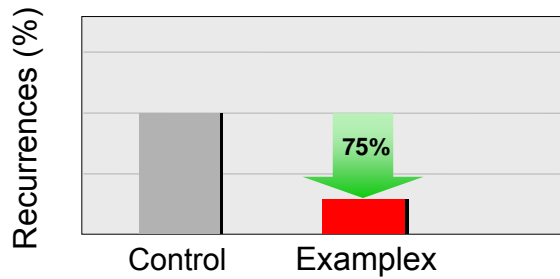
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Poorly Visible Results



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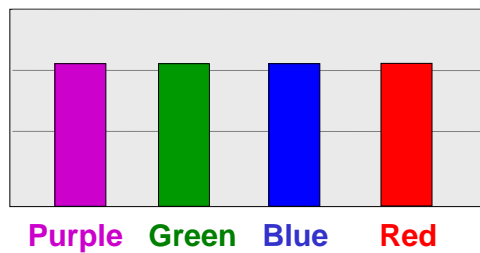
Improved Diagram



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The Product Column

Use Your Brand Color



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The Placebo Column Colour

should be ... inconspicuous



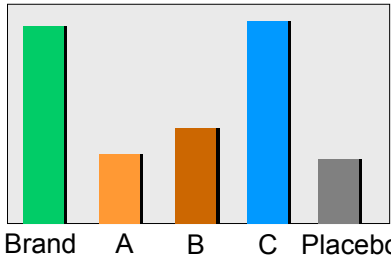
e.g. Grey

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Design: 3 Mistakes



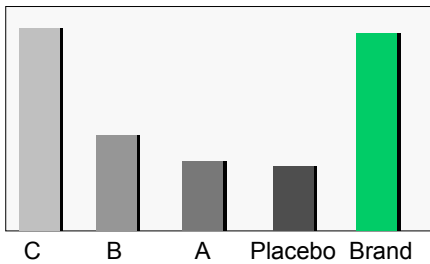
Your Brand Colors



- Placebo has best placement
- Competitor C placed very advantageously
- Competitor A shown with brand color

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Design: Improved



- Brand now placed to highlight differences
- Competitors now shown in neutral colors

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Columns: Color

Control
Your Brand

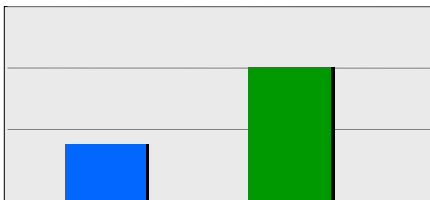
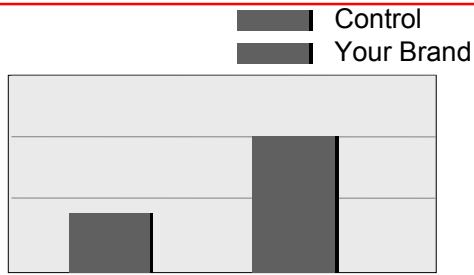


Diagram keys work as long as they are in color.

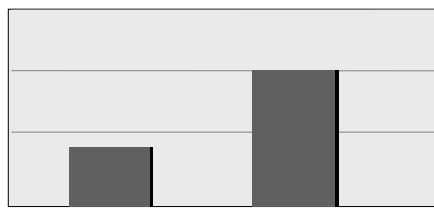
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Columns: Black-and-White



Which Product is Mine?

Use Text Labels



Label columns clearly!

The Right Triangle

Which product seems more effective in lowering cholesterol?

CRES ▼ **CRES** ▲

Appropriate Images

Picture

Illustration

Symbol

Icon

Choose a visual relevant
to your message

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Blood Pressure Control



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Once-a-Day



One tablet ...
once-a-day

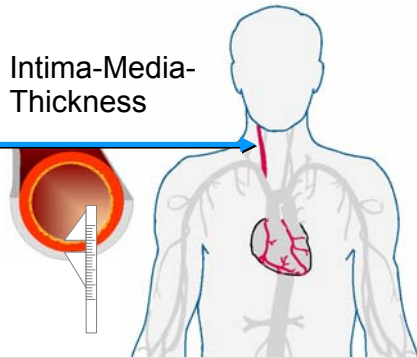
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Easy Intravenous Application



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Intima-Media-Thickness



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Find Images on the Web

Type a keyword and let a search engine (*Google*) find

- suitable words
- suitable pictures

www.inimage.com
www.agefotostock.com

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Glorious Technicolour



Tunnel tones

Black
and
grey



Technicolour

Add colour and
increase recall
by **100%**

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Art Work or Photographs



Drawing



Photograph

Authentic
True

?

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Professional Photography

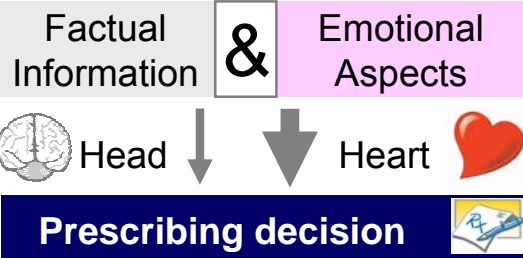


Increase credibility
of your communication

Spend money on an
excellent potographer

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Create Emotional Impact



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Human Interest Story: Press Briefing

Case history: Patrick, age 72

Location: United Kingdom

Medical History: A long history of atrial fibrillation. Right sided ischemic stroke after a prolonged episode of atrial fibrillation.

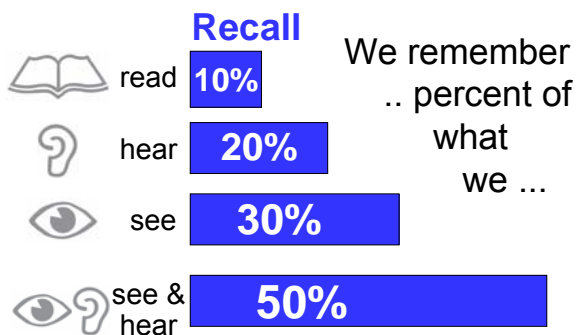
Associated conditions: Left-sided hemiplegia and compromised mobility, loss of creative ability, neuropathic pain

Patrick was a talented, award-winning composer of concert music until his embolic stroke. He is best known for his theme to Sherlock Holmes on TV ...

His wife Caroline describes the effect of Patrick's stroke on their life: "I became a carer ... he was doubly incontinent .. He had to be fed through a tube and everything"

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Communication Channels



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In-Person versus In-Print



Your presentation is

five

Email

times as effective as
having people read
your documents

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Dialogue

We remember ... percent of what
we ...



talk about

Recall

70%

Quelle: JIM Zief, 21.11.2002 Quelle: „Sicheren auf die Sprünge helfen“ W. Kowalski, K. Otsch, marzo 1995

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Consistency



Provide a
consistent
message

Play it
again

Stick to the
same piece

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Consistency in Words

Use identical vocabulary and terminology in

- Publications
- Press releases
- Advertisements

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Consistency in Numbers

Use identical numbers: Either

always or always
49.5% 50%

Make your choice and stick to it!

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Consistency Across People

Marketing ↔ Development

Company ↔ Opinion leader

Headquarters ↔ Affiliates

Requires your constant coordination

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Consistency Across Time

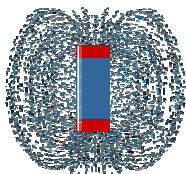
Repeat identical key messages year on year

The Mantra



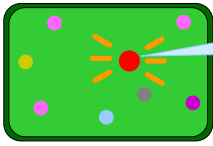
Repeat

Branding Skills



Brand

Project Communication



A great project

Visible on the radar screen

Talk about it

Write about it

Give presentations about it

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Plan Resources



Think big!

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Capitalize on the Foundation

We can build on the excellent ground work that clinical development has laid



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Ask for the Budget

200 000 Euro



Your project
is worth it

A worthwhile
investment

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The Winning Team is the One



Soccer



Theater



Music

- with the best strategy
- with the best players ... **People**

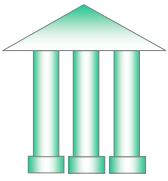
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Who coordinates?



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Headquarters



Transform
your office

Put a sign on your door

Examplex Trial

Communication
Coordination
Centre

**Live up to
your potential**



Whatever you can do
or dream, begin it.
Boldness has genius,
power and magic in it.


William Murray:
The Scottish Himalayan Expedition
Quoting the German poet Goethe

It is your life

You are in charge

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Wake Up



Morning

Alert

Act

Make every day count

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Rise to New Heights



No one can predict to what heights you can soar

Even you will not know until you spread your wings

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Success

www.umbachpartner.com

umbach@umbachpartner.com

Discussion

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