

Hoşgeldiniz

Successfully Marketing Clinical Trial Results

Winning in the Healthcare Business

28 January 2009
Istanbul, Turkey

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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

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Introduction

Name

Function

Experience years
in the Industry

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Audience

People in

Medical

Marketing
Sales

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Objective

Update your knowledge

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Perspective

Your
Professional
Performance

Your personal
success

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Tips

Advice

Suggestions

Recommendations

You choose

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Style

Informal

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Your Input

Ask questions

Raise objections



Enter into dialogue

Discuss certain topics

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Documentation



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Your Potential

Let your ideas inspire you

Reservoir

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Catalyst



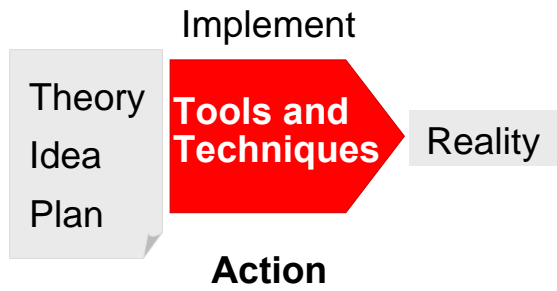
If an idea occurs
to you, please
write it down

Personal
action plan

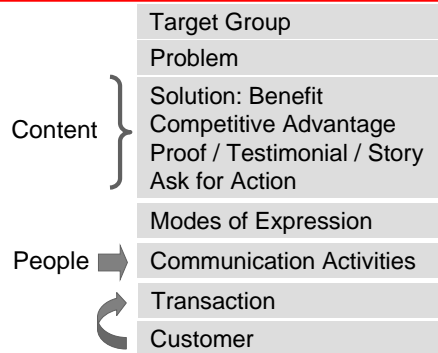
Get your
inspirations
on paper

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Blueprint for Success



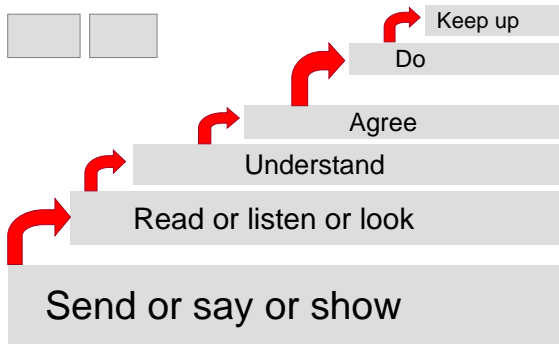
Marketing Know-how



Change Behaviour

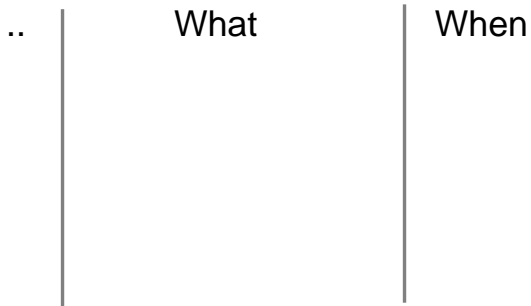


Change Behaviour



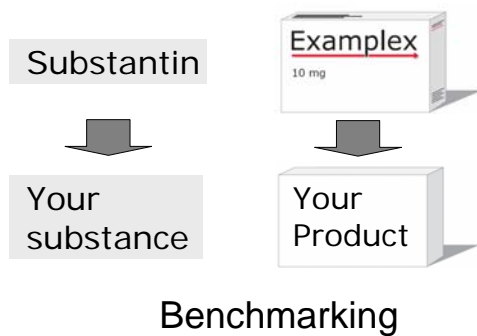
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Actions



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Examples and Case Studies



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Exercises



Game

Sports

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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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.



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Personal Opportunity



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Consistent Approach

Transparent process
with a series of logical,
repeatable steps

to persuade a particular
audience

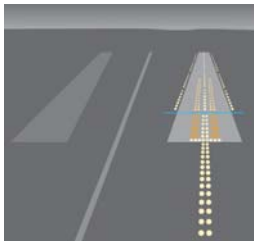
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Develop the Strategy



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Market Intelligence



Market segment

Competitors

Target group

Learn exactly where your landing lights are located

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Focus

Whom do you want to convince?

Are you on target?



Broadcasting → "Niche-casting"

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Your Key Customers

Doctor

Pharmacist

Patient

Others



Payors
Nurses
...


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Target Group

Antiarrhythmic agent



Main prescribers:
General Practitioners

Initial prescribers: Cardiologists 
Disappointed

Never neglect
the specialists

What the Doctor Looks For

Study results!

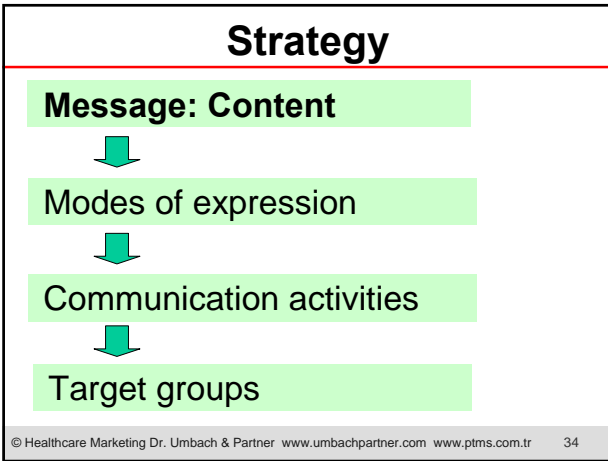


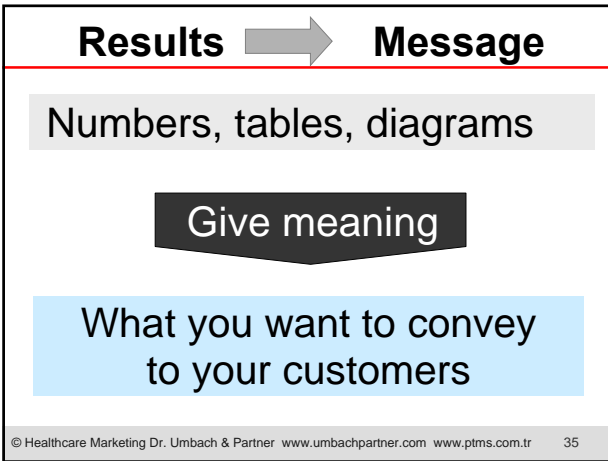
Sales rep

Advantages for me
and my patients?



Physician







A Constellation of 7 Stars ...

How do we interpret this configuration of objects?



You Interpret

the constellation of data and give them meaning



D

Big Wagon



USA Big Dipper



F Pan *La Casserole*



Siberia Moose



Make Sense of the Results



What do the results mean?

Message?

Our antihypertensive product lowers blood pressure effectively



Pointless message

Ticket of Entry Only

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Be Unique and Remarkable



Your product

In what way is it special?

How is it distinctive?

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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

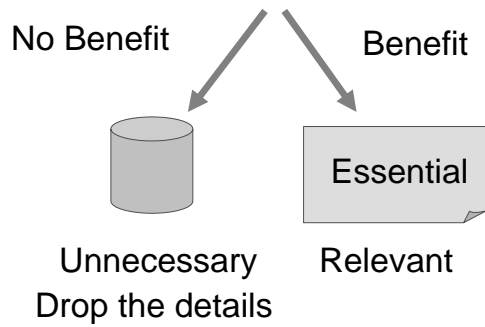
Keep it **s**hort and **s**imple

Kiss

With all the noise out there,
occasional silence maybe
a generous choice

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Decision Criterion



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

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Customers' Eternal Question



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Features	Benefits
<p>Sales</p>	<p>Solving a customer problem</p>
<p>Dr. Gallup, USA: Effect of content of TV spots on sales</p>	
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An Explicit Benefit I

The new intra-venous formulation of Examplex requires a shorter duration of infusion

➔

Examplex saves time

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An Explicit Benefit II

Examplex has a longer duration of action for treating this dysfunction

➔

More time for the right moment

See also **Marketing campaign for Cialis®**
Treatment of erectile dysfunction. Cialis® is trademark from Lilly

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An Explicit Benefit III

One dose of
Exemplax
lasts for
24 hours



Improved
convenience

Increased
compliance
(better adherence
to treatment)

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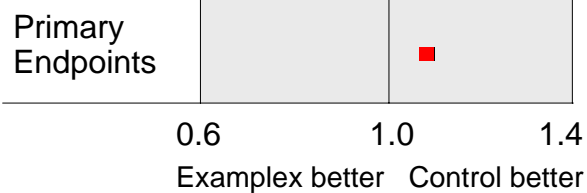
Case Study

- Large trial
- Several thousand patients
- Cardiovascular disease

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Exemplax: Outcome I

Relative Risk



Which 3 questions will you ask?

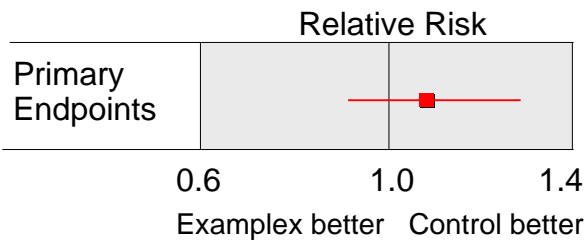
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Questions to Ask

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

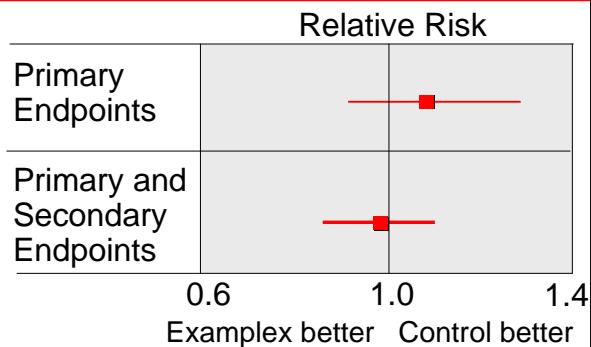
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Examplex: Outcome II



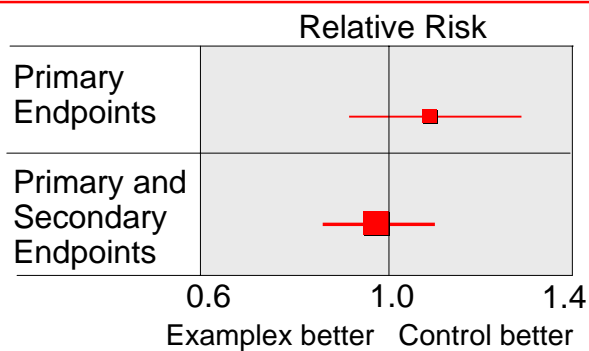
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Examplex: Outcome III



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Exampex: Outcome IV



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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

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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

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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

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ONTARGET Study: Results

Relative Risk

Primary outcome



1.0

Telmisartan Better Ramipril Better

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ONTARGET Study: Results

Relative Risk

Primary outcome



Main secondary outcome



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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4 'S'

Scandinavian Simvastatin Survival Study

Merck & Co

Zocor
Survival
Study

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INSIGHT

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

Bayer AG

Adalat[®]
INSIGHT
Study

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Act Responsibly

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

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Attention

More
volatile
than



ether

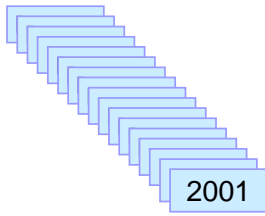
More
precious
than



gold

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Information Overload



Messages per day

Capture the Prospect's Attention

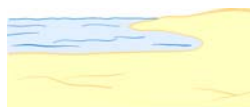
First

Make the viewer
curious and
interested

Lack of Impact

Major reason: Recipients ...

?



... did not
believe
your
claims

... did not see or
did not notice or
did not bother to
read your stuff

Higher Response?

Special Offers

Today's Specials



Headings on Website
Source: White Paper by Interwoven, Inc







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Eye-catchers attracting attention?

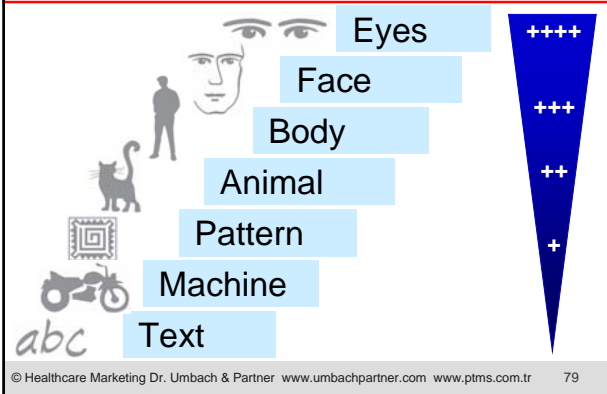
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What Gets the Most Attention

<i>abc</i>		1 ?
Text	Machine	2 ?
		3 ?
Pattern	Eyes	
		
Face	Body	Animal

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Ranking Attention-Grabbers

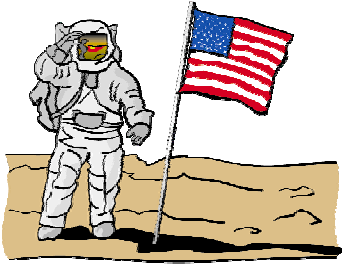


The more text-heavy your communication is, the faster you will lose your audience

Get Attention For Your Study

Special words
arousing curiosity?

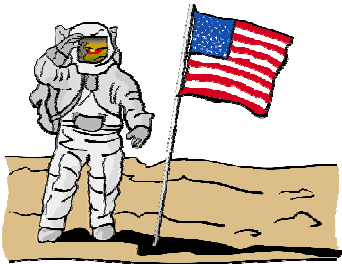
First Man on the Moon?



Neil Armstrong

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Second Man on the Moon?



Buzz Aldrin

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Words That Spark Attention

Words you should connect to your study

First

...

New

This is special.
I should know.

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

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Adjectives That Excite



Sparkle

Exciting

Results

Surprising

Results

I am curious

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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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Develop the Strategy

Content Message



Modes of expression



Communication activities



Target groups

} Conveying the Message

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The Complete Package

- Words
- Bullet points
- Letter
- Number
- Style
- Layout
- Color
- Diagram
- Images
- Object

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 "

Words Easy to Imagine

Slimming Pill	Xenical®
Love Pill	Viagra®
Weekend Pill	Cialis®
Pill with Beauty Bonus	Valette®

Xenical® of Roche, Viagra® of Pfizer, Cialis® of Lilly, Valette® of Jenapharm

Terms Easy to Imagine

Anti-androgenic effect

Beneficial influence on hair and skin

Ad for hormonal contraceptive

Proton Pump Inhibitor

Acid Pump Inhibitor

Losec® of AstraZeneca

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Alternatives to "Prove"

Avoid

Prefer

• Prove

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

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Alternatives to "Difference"

Your product is 20% superior

Unclear

Better

Preferable

20% difference

20% increase

20% improvement


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Speak the truth, but speak it pleasantly

Zarathustra

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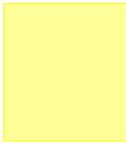
Language

Dark side  Bright side

Words with

- Positive interpretations
- Optimistic connotations
- Agreeable implications

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Raw   

Original Text Edited

Choose positive wordings
Express things in favourable terms

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- → +

old	established well-known modern classic
Example: Aspirin® <small>Bayer, Aspirin®</small>	

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- → +

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

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- → +

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

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- → +

Examplex reduces mortality	Examplex prolongs survival
	Examplex 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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Always Pro

Against Abortion



Pro Life

Against outlawing abortion



Pro Choice

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Text Logic



Write texts that create tension

Question
Problem
Past



Answer
Solution
Present

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Questions and Answers

What percentage of patients had a preference for Examplex?

80% of patients preferred Examplex

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The Q & A Section



People like
Questions & Answers

Question

Why is this study important?

Answer

Because this is the first study ...

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Your 2 Key Questions & Answers

1 _____ ?

2 _____ ?

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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

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Problem and Solution

?

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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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Use Eye-Catching Headlines

Start with a statement that ...

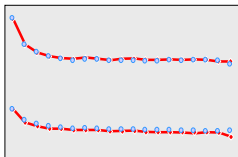


- Promises to add value
- Announces an advantage
- Demonstrates a benefit

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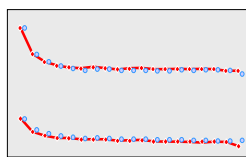
Purposeful Subheadings

Mean Blood Pressure Values



Antihypertensive Efficacy

Mean Blood Pressure Values



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Dictionary: Example



Vocabulary → Identity

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

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Dictionary

The ten most important words



Write your vocabulary

Put in on the wall or computer

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Your Email Signature

Company XYZ



Product Manager Examplex

Examplex Marketing Team

Coordinator Examplex ABC Communication

Medical Director Examplex

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Key Words



Health

Value

Advantage

Benefit

Result

I feel most comfortable with ...

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Words

- Bullet points

Letter
Number
Style
Layout
Color
Diagram
Images
Object

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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

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Unsuitable Symbols



Based on real-life example

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Unsuitable Symbols



Based on real-life example

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Unsuitable Symbols



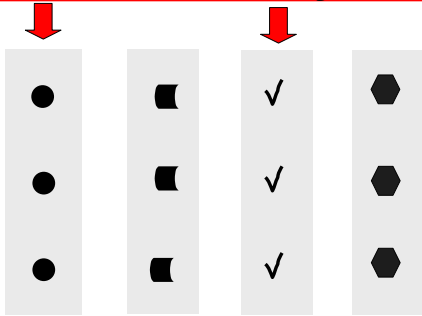
Antimycotic vaginal
cream against fungal
infections

Sent to gynecologists

Based on real-life example

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Suitable Symbols



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- Words
- Bullet points
- Letter
- Number
- Style
- Layout
- Color
- Diagram
- Images
- Object

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Your Letter

?



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- Words
- Bullet points
- Letter
- Number
- Style
- Layout
- Color
- Diagram
- Images
- Object

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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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Identity

Car

911

Parfum

N°5

Tales

1001

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Identity

Burj Al Arab
Hotel in Dubai

The only
7-star hotel
in the world

Zovirax: Reduction
of herpes recurrences

75%

Captopril SAVE Study

20%

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Your Number

?



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Visual Communication

Words
Bullet points
Letter
Number
Style
Layout
Color
Diagram
Images
Object

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Who is Responsible?

That's the ad agency's job

You

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A Graphic Designer



Invite someone to your team who has experience in designing graphics, posters, ads and other types of visual communication

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Care must be taken to ensure that artwork does not mislead


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- Words
- Bullet points
- Letter
- Number
- Style
- Layout
- Color
- Diagram
- Images
- Object

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Font Size

Many people cannot read letters smaller than 20 points!

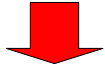
 Choose appropriate size

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

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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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Column Width

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



Limit the number of words within one line

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

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Line Spacing

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

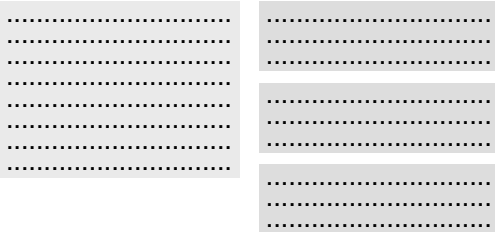


Set line spacing between 1.0 and 1.2

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

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Vacant Lines



... between paragraphs increase readership by 12%

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How to Emphasize Words

Change to a bigger font

Change to another font

Underline

Bold

Colour

Highlight



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Direct Quotations

"An exciting trial"



Quotation marks
will increase recall
by 28%

An exciting trial

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- Words
- Bullet points
- Letter
- Number
- Style
- Layout
- Color
- Diagram
- Images
- Object

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Layout

Composition of text and image

How do you arrange the elements?

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Learning from Google Ads

[Popular Ethernet Terms](#)

3 Page Guide - Free PDF Download
Complex Words - Simple Definitions
www.bb-elec.com

Clickthrough
Rate

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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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

Exampless saves time



Exampless saves time



Headlines Layout

Summary
of Conclusions



Summary of Conclusions



Case Study

Glomerular Filtration Rate

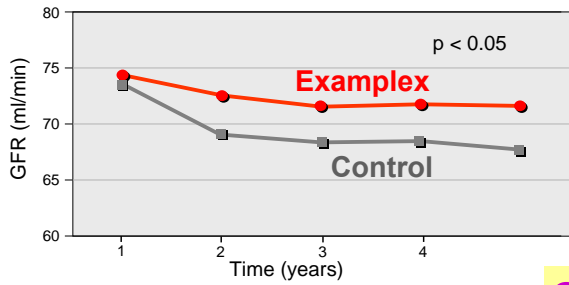
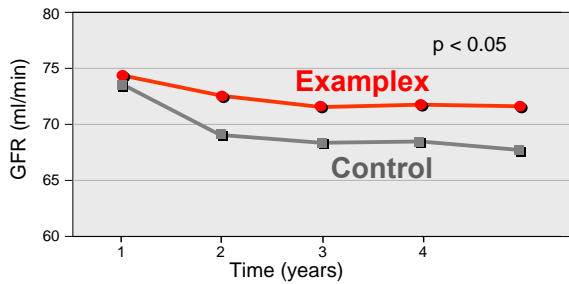


Figure 3: Analysis of data from measurements of glomerular filtration rate in the two treatment groups



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Glomerular Filtration Rate

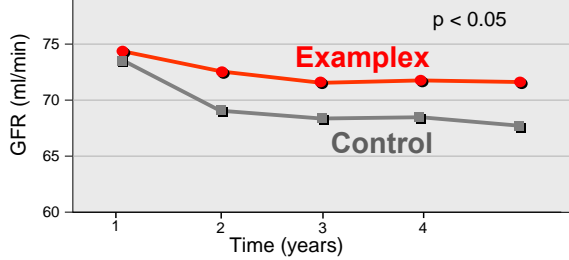


Better preservation of renal function with Examplex

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Renal Function

Glomerular Filtration Rate



Better preservation of renal function with Examplex

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Words
Bullet points
Letter
Number
Style
Layout
● Color
Diagram
Images
Object

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Higher Response?

Order now Order now

27%

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Words
Bullet points
Letter
Number
Style
Layout
Color
● Diagram
Images
Object

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Case Study

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Recall with Substantin 1

Increase	Constant	Decrease
50%	48%	2%

Sequence of columns?

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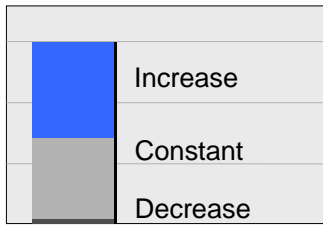
Recall with Substantin 2

Decrease	Constant	Increase
2%	48%	50%

Appropriate way of depicting data?

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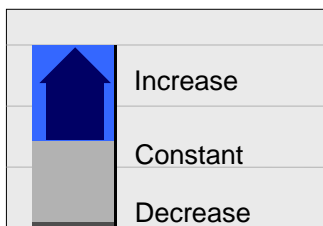
Recall with Substantin 3



Symbolizing Action?

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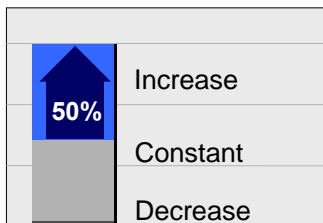
Recall with Substantin 4



Precise Number?

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Recall with Substantin 5



Precise Number?

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Case Study

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Clinical Trial Results

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

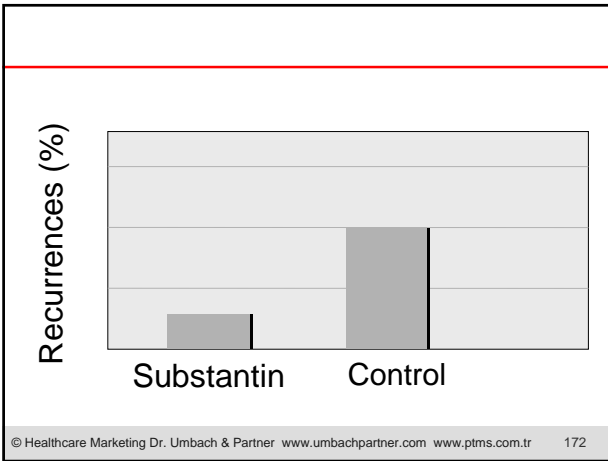
* Brand name: Examplex
 ** Percentage of cases in which it happens again

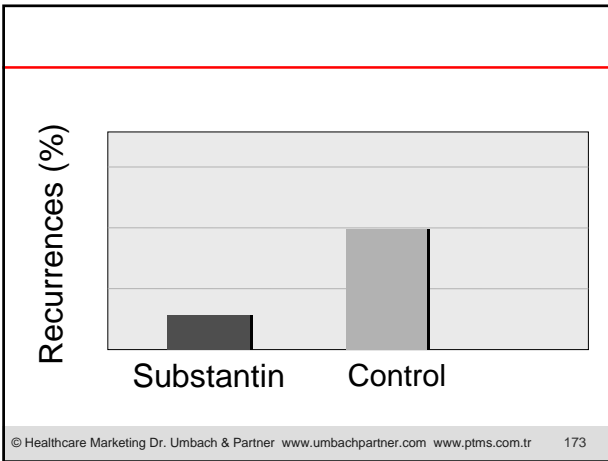
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com www.ptms.com.tr 170

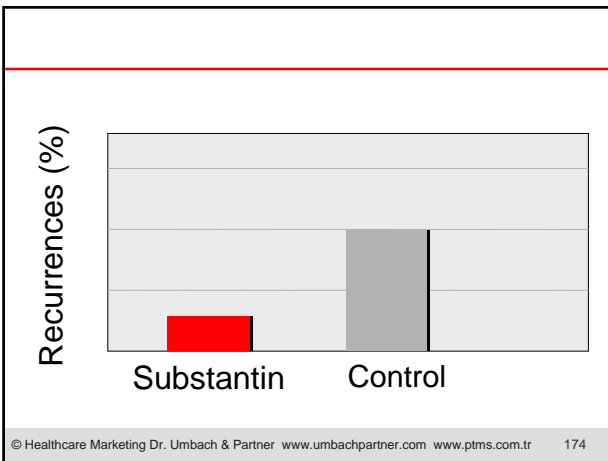
Poorly Visible Results

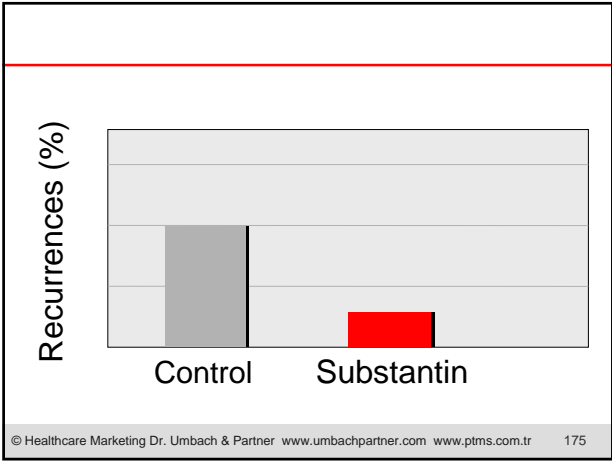
Treatment	Recurrences (%)
Substantin	Low
Control	High

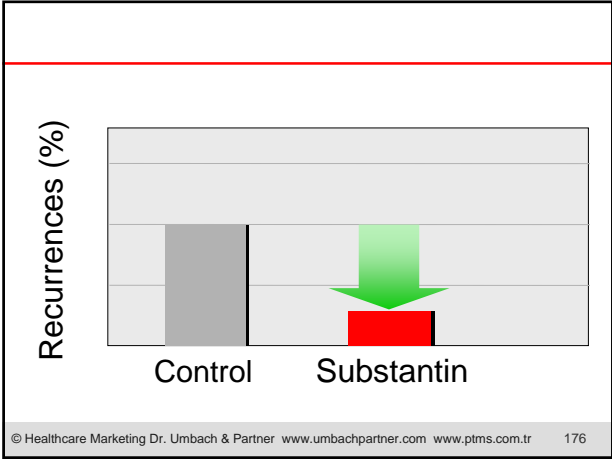
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com www.ptms.com.tr 171

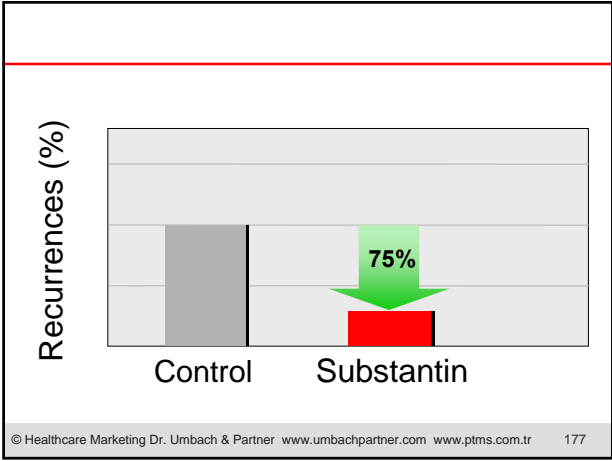


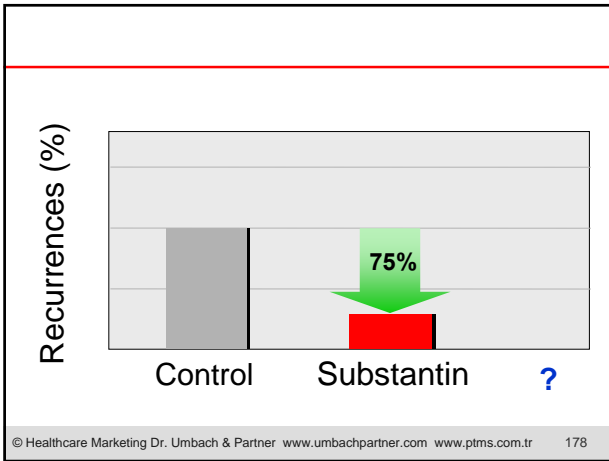


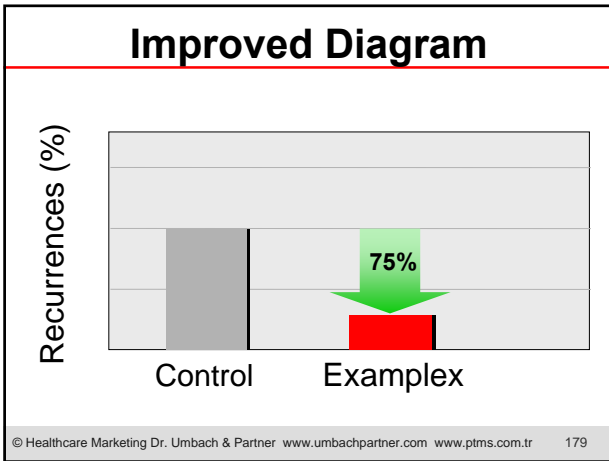


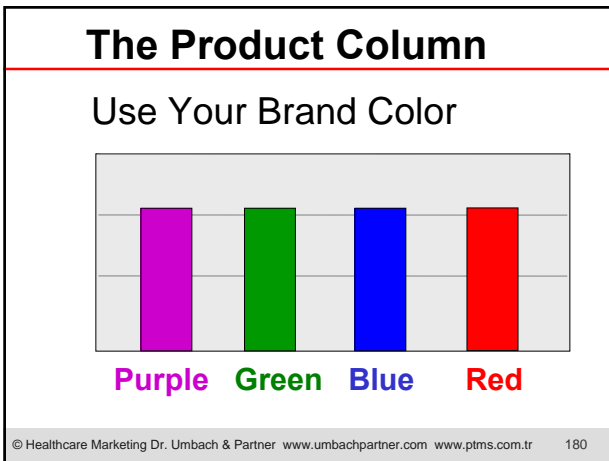






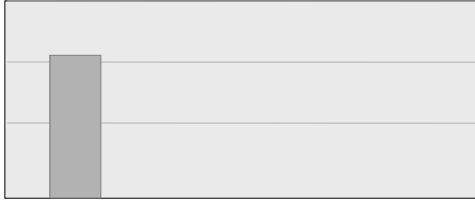






The Placebo Column Colour

should be ... inconspicuous



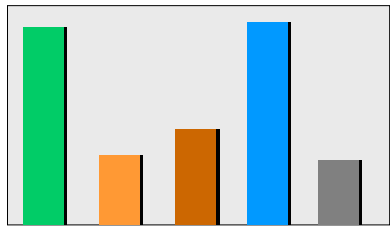
e.g. Grey

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Design: 3 Mistakes



Your Brand Colors

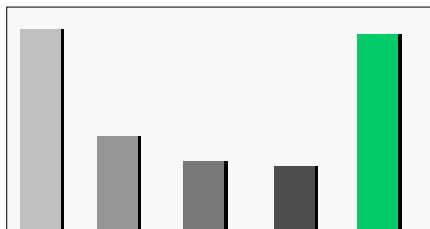


Brand A B C Placebo

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

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Design: Improved



C B A Placebo Brand

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

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Columns: Color

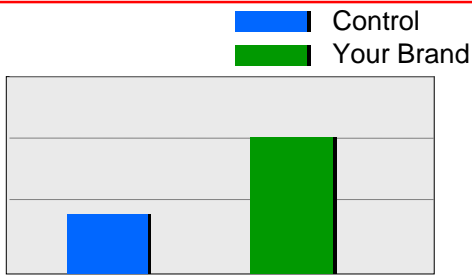
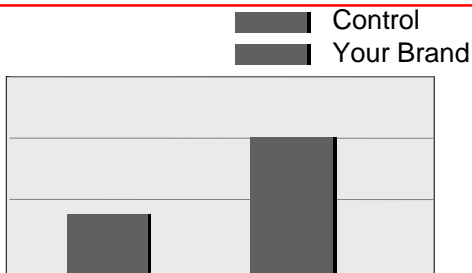


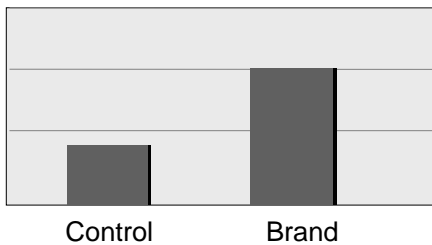
Diagram keys work as long as they are in color.

Columns: Black-and-White



Which Product is Mine?

Use Text Labels



Label columns clearly!

Words
Bullet points
Letter
Number
Style
Layout
Color
Diagram
● Images
Object

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The Impact of Images

Visual information
works at a subconscious level

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Clarify the Objectives

Do excellent advertising for
an excellent product

You are **not** in fine art,
but here to help me
generates sales

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The Right Triangle

Which product seems more effective in **lowering** cholesterol?

CRES ▼ **CRES** ▲

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Appropriate Images

Picture

Illustration

Symbol

Icon

Choose a visual relevant to your message

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Blood Pressure Control



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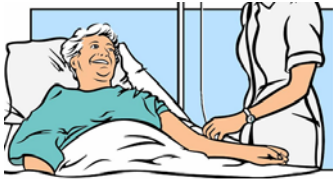
Once-a-Day



One tablet
once-a-day ...

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Easy Intravenous Application

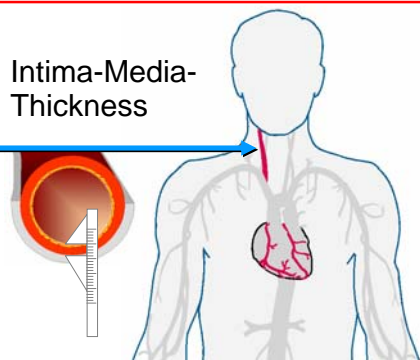


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Intima-Media-Thickness

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Intima-Media-Thickness



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Choose pictures
according to target group

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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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Words
 Bullet points
 Letter
 Number
 Style
 Layout
 Color
 Diagram
 Images
 ● Object

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Object

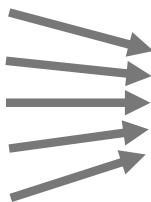
A thing to show or give as a gift

- Pen
- USB Stick
- ...

➔ Address all senses

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Responsible



Consistency

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A Clear Draft



Ask: Is your draft
Easy to read?
Easy to understand?
Easy to remember?

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Branding Skills

Brand name and logo
Words
Bullet points
Letter
Number
Style
Layout
Color
Diagram
Images
Object

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Checklist

Name and logo	✓	→	Message
Words	✓	→	
Bullet points	✓	→	
Letter	✓	→	
Number	✓	→	
Style	✓	→	
Layout	✓	→	
Color	✓	→	
Diagram	✓	→	
Images	✓	→	
Object	✓	→ ?	

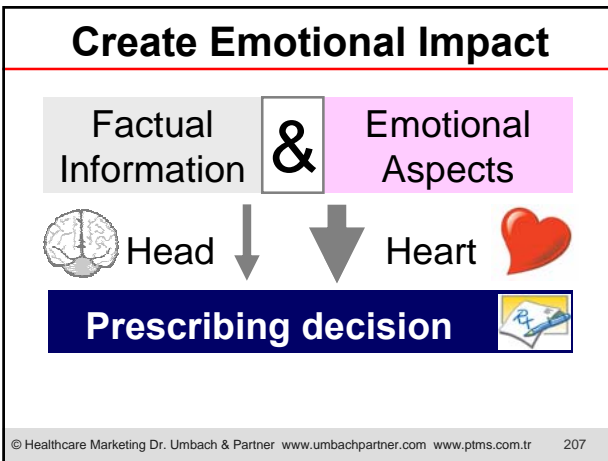
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Competitor Examp lex			
Name and logo	***	****	
Words	**	***	
Bullet points	***	****	
Letter	***	****	
Number	**	***	A bit better?
Style	***	****	
Layout	**	***	
Color	***	****	
Diagram	**	***	
Images	***	****	
Object	-	*	

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**Maximize
Your Impact**

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Human Interest Story: Press Briefing

Case history: Patrick, age 72

Location: United Kingdom

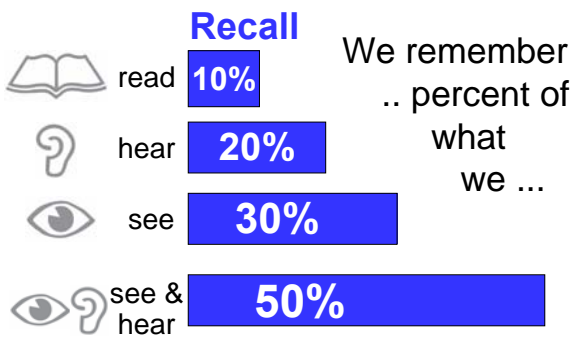
Medical History: A long history of atrial fibrillation. Right sided ischemic stroke after a prolonged episode of atrial fibrillation.

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** times as effective as having people read your texts

Multi-sensory experience

Email

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Dialogue

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



Recall

70%

Abstr. Jha Zent. 21.11.2003 Quelle: Schöden auf der Sprünge Kultur/ W. Kowalczyk, K. Olsch, Herbst 1985

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Activity

Impact

Recorded

Read email or article with text only
Read and see pictures in journal
Listen and see moving pictures on TV

Live Speech

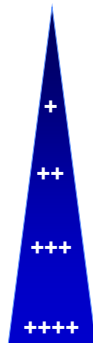
See and listen to a key note speaker

Live Dialogue

See and listen and discuss in workshop

Lead by example

Imitate what others do



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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

... People cannot buy what they cannot remember

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The Mantra



Repeat

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Consistency



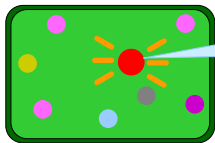
Provide a consistent message

Play it again

Stick to the same piece

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Project Communication



A great project

Talk about it

Write about it

Give presentations about it

Visible on the radar screen

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Who coordinates?



... Small things executed with precision will make a big difference

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The Winning Team is the One



Soccer



Theater



Music

- with the best strategy
- with the best players ...

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Positive Attitude



Up-beat wins

Be confident

Show drive

Exude optimism

Emanate enthusiasm

We can do it

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Rewards for People

Persons that help me or support my projects, receive ...



- 1)
- 2)
- 3)

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**Live up to
your potential**

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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


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It is your life

You are in charge

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Wake Up



Morning

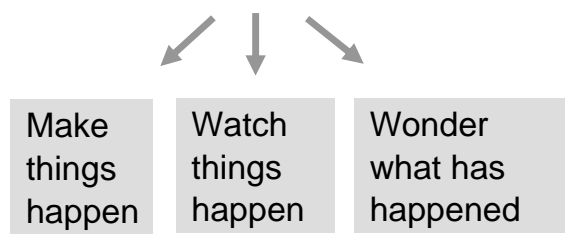
Alert

Act

Make every day count

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Types of People



Make things happen

Watch things happen

Wonder what has happened

Leader

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Actions

..

What

When

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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



Discussion

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