

Promotional Services Case Study

In-Practice Information-Sharing Events Elevate On-Label Promotion

Greater product awareness



CLIENT OBJECTIVE

Present on-label promotional information to a target group of community oncologists

A mid-sized pharmaceutical company organized events intended for peer-to-peer exchange, but they failed to deliver expected results. Physicians perceived the programs as too promotional, lacking patient focus or opportunities for group discussion. As attendance rates dropped, the client noticed that they were not attracting the target audience; nurses and physician assistants were joining the events instead of decision-making physicians. The client needed a strategic partner with a new approach to align the mutual interests of community oncologists and their company.

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OUR APPROACH

Host a series of events with promotional presentations adjacent to data-gathering meetings

Aptitude Health arranged a series of CONNEX events on specified topics as a unique and compliant way to organize on-label presentations in close proximity to independent data-collection events that were already scheduled as in-practice meetings.

The client provided a target list of 100 US-based community practices that were essential in their touch point plans. Leading community oncologists from our Axess Network were then matched against the target list and engaged to produce an audience of respected oncologists from their local community. Aptitude Health also worked with the client's marketing team to identify and schedule expert physicians to present the client's product information and share their personal experiences in practice.



RESULTS ACHIEVED

On-label presentations delivered a trustworthy conversation-starter in practices

Aptitude Health facilitated points of connection and collaboration between the client, expert faculty, and audience of selected Axess Network members focused on the client's specified disease state. These events were highly attended thanks to compliant learning incentives and lack of conflicts of interest. They offered meaningful connections with over 75 top US community practices, and on-label information was successfully presented to the target audience.

As a result of the CONNEX programs, health care professionals perceived the company's promotional information presented by expert physicians as a kick-starter for a larger conversation focused on clinical problem-solving, treatment approaches, and improving patient care.