

Solution Review

Fast Start to Customized ePromotion and eLearning Physician Programs

Lathian's Fast Start Adds Unique Value at Every Stage of the Product Lifecycle

By John Mack

There is a broad spectrum of online promotional and educational opportunities that pharmaceutical companies have at their disposal to interact with, inform, and influence physicians. These include:

- eDetailing
- Online CME
- Web-based Medical Conferencing
- Online Market Research
- eSampling
- Online Advisory Boards
- And more...

Lathian Systems, a provider of online marketing and sales solutions, offers these and more in its "Spectrum of Solutions" for life science companies. It is the first end-to-end sales and marketing suite that gives life science marketers an integrated, full-service, comprehensive arsenal of sales and marketing tools that improve customer relationships, enhance product education and, most importantly, increase sales.

"The Lathian Spectrum of Solutions," says Joe DeBelle, Lathian's Senior Director of Marketing, meets the needs of today's life science industry by combining promotion, education, conferencing, sales effectiveness, and market research in a single cohesive platform. It helps sales and marketing professionals in the life sciences industry achieve their objectives by leveraging the full power of interactive technology."

A Fast Start

What's needed, however, is a way for marketers to quickly decide what mix of solutions is best for their products without investing a bundle of time and money in programs that are not effective. Lathian's Fast Start program is designed to solve this problem by leveraging its Spectrum of Solutions to let life science marketers pick, choose, and use only the solutions they need to maximize reach and frequency without having to invest in the entire comprehensive Spectrum suite. This high-value approach enables marketers to swiftly and cost-effectively create individual campaigns perfectly customized to their immediate needs, and maintain a razor-sharp focus on the end result.

The Fast Start program is all about (1) creating awareness and demand for a product still in phase III trials or 3 to 6 months pre-launch, and (2) driving trial and adoption for launch and post-launch products and even for mature products.

"A nice thing about the Fast Start Program," says DeBelle, "is that it can be customized to match the solutions, within our Spectrum of Solutions, to the appropriate stage of the product's life cycle."

Lathian's online programs can be combined in various ways. One example is to start with market research to validate brand positioning and creative of promotional campaigns and follow up with multiple eDetails to deliver the brand messaging validated by the market research. This is how Auxilium Pharmaceuticals, based in Malvern, Pa., got their fast start to online promotion.

Case Study: Combining eBrand Messaging with eDetailing

Auxilium wanted to quickly gauge the response of its targeted physicians to a potential promotional campaign for its flagship product, Testim 1%, a testosterone gel for treatment of hypogonadism (low testosterone). They wanted to test four concepts to determine which one was favored—at a reasonable cost and within a limited time period—to better focus their overall concept testing.

Auxilium chose Lathian's eBrand Messaging from the Spectrum of Solutions platform to recruit 150 physicians to participate in an online branding survey about Testim. Due to an overwhelming response rate, the information was quantified in just two days.

"We were able to exceed their expectations and recruited 171 physician responses in 2 days," says DeBelle. "We turned this program around in under two weeks."

The program enabled the brand team to get great feedback and identify a clear cut winner in terms of what promotional campaign to implement.

"While this is not traditional market research using focus groups and spanning 3 to 6 months," says DeBelle, "our research is quick and provides good

insight. This is a very flexible solution and allows us to quickly turn research into actionable promotional programs.”

Lathian’s Fast Start program allowed Auxilium Pharmaceuticals to validate the promotional campaign that the ad agency brought to them. Auxilium then asked Lathian to develop a three-wave eDetail program for Testim based on the market research findings. Lathian’s eDetail solution is part of its Spectrum of Solutions’ Medical Promotion offering. Wave 1 (of a three-wave program) has already resulted in an uptake in prescriptions and market share.

“The Fast Start Program gives life sciences marketers the tools and solutions that can quickly jumpstart sales,” says DeBelle. “That’s key when you are trying to meet your quarterly numbers. The programs can be bundled so that you have a very customized and targeted solution that is cost-effective.”

Relationship Marketing

“Like everything we do,” says DeBelle, “it’s all about evolving relationship marketing and it’s all

“Given the challenges of the environment in pharmaceutical marketing and promotion, we were looking for a channel that would help us not to simply deliver a ‘quick hit’ to physicians, but one that would be engaging, compelling, and have a lasting influence. Lathian came to the table with many ideas and concepts which quickly demonstrated they understand what works and what doesn’t in what is truly a new front for sharing key messages. In all areas – content development, account management, recruitment and reporting, we are quite satisfied.”

David Keats, Product Manager, Testim® (Auxilium Pharmaceuticals)

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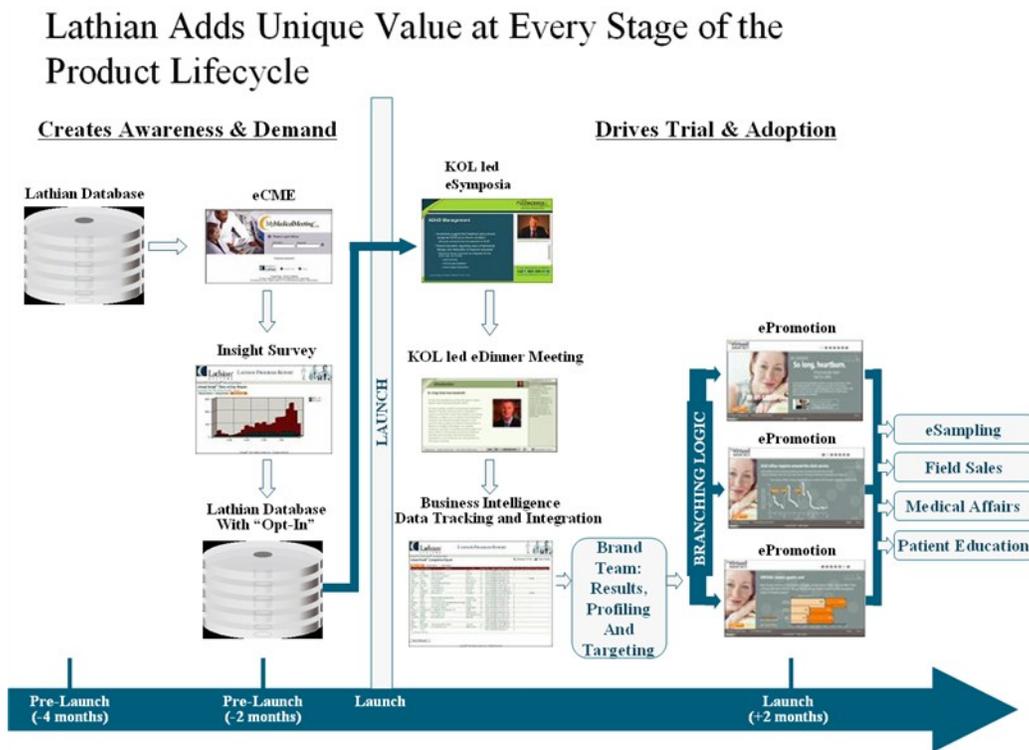


FIGURE: Lathian’s spectrum of innovative, online promotional and educational solutions, and sales effectiveness tools add value at every stage of the product lifecycle.

delivered online, where physicians can spend as much time as they like, whenever they like, telling you what they like and don't like."

In fact, online is becoming mainstream for physicians. Manhattan Research reports that the number of U.S. physicians participating in electronic detailing nearly doubled in the past 3 years—from 141,000 physicians in 2002 to 246,000 in 2005. The Verispan 2004 ePromotion Study found that 73% of physicians surveyed have participated in ePromotions.

"Our clients can use our focused market research data to provide managerial decision support, make 'go/no-go' product decisions, develop pricing strategy, identify sustainable competitive advantages, create media plans, and assess sales potential," says DeBelle.

Intelligent Segmentation

Although more and more physicians are using the Internet to access information, some physicians are never going to respond to an online solution, no matter how innovative, interactive, and convenient. Another group will always respond.

"We work closely with our clients to segment physicians with these preferences in mind so that we maximize the return on investment of dollars spent recruiting healthcare professionals," says DeBelle. "In other words, if we can weed out the non-responders using 'intelligent segmentation,' the program will be that much more effective and save our clients a great deal of money."

Reach is Key

Lathian's reach into the online physician community is one of the best in the industry. Indeed, as Forrester Research stated in its 2005 eDetailing Wave report: "Lathian scored high marks in recruitment, solidifying the company's mission to effectively reach physicians and analyze their characteristics and past behavior to better predict future responses"

Lathian is able to mix and match physician lists through its proprietary database of over 70,000 physicians plus over 500,000 additional physicians available through strategic partnerships.

In over 6 years of extensive and proven experience in delivering innovative and customized solutions, Lathian has delivered over 2,000,000 "minutes on message" for more than 100 brands, representing 60+ therapeutic categories and dozens of specialties.

Summing Up

In short, Lathian's Fast Start Program counteracts the industry trend of decreasing ROI from old and tired marketing tactics and limited access by life sciences' sales teams, itself a result of increasingly busy physicians who don't have the time to meet with field reps. Fast Start is the first web-based system to give marketers the power they need to quickly and cost-effectively deliver the right message to the right audience, in the right setting at the right time.

Pharma Marketing News

Physicians Reveal the Secrets to a Successful eDetail

In early 2006, Lathian contacted a diverse group of psychiatrists, oncologists, nephrologists, neurologists, pediatricians, cardiologists, and general practitioners for an online survey about what they liked and disliked about electronic details (eDetails), and how life science companies can improve the reach and results of these widely-used, innovative marketing solutions. To qualify, physicians must have participated in at least four eDetails in the past year, with one of them occurring within 60 days of the survey.

The survey revealed some surprising—and not-so-surprising—results, including:

- **Boost appeal with KOL-led videos.** Nearly 60 percent of participants prefer eDetails with streaming video and audio content, especially those featuring Key Opinion Leaders (KOLs).
- **Eliminate navigational roadblocks.** Despite generational improvements since the inception of eDetails, more than half of the physicians surveyed described eDetails as hard to use.
- **Have fun with games.** eDetails that combine academic integrity with fun are highly appealing. Case in point: Over 60 percent of respondents said they enjoy short, quiz-show style games that let them compete.
- **Create the right mix of market research.** Respondents agreed that only about eight questions of an eDetail should seek out market research information about their practice and online behavior. More than eight questions were considered burdensome or intrusive.
- **Leverage increases in broadband connectivity.** Almost 95 percent of respondents said they have a broadband Internet connection, an enormous jump from just five years ago when only 20 percent was the prevalence. This permits the high-bandwidth eDetails with lots of interactive audio and video that were favored by responding physicians.