

Innovazione e sviluppo del prodotto

Il settore farmaceutico (4)

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Pharmaceutical Marketing

Key trends in healthcare

**Increase of chronic
and multiple diseases**

**Increased focus
on prevention**

**Increasing expectations
of citizens**

**Shift from public
to private funding**

**Ageing populations
Budget constraints
HC worker shortages**

Increasing e-solutions

**Shift to
community and
homecare**

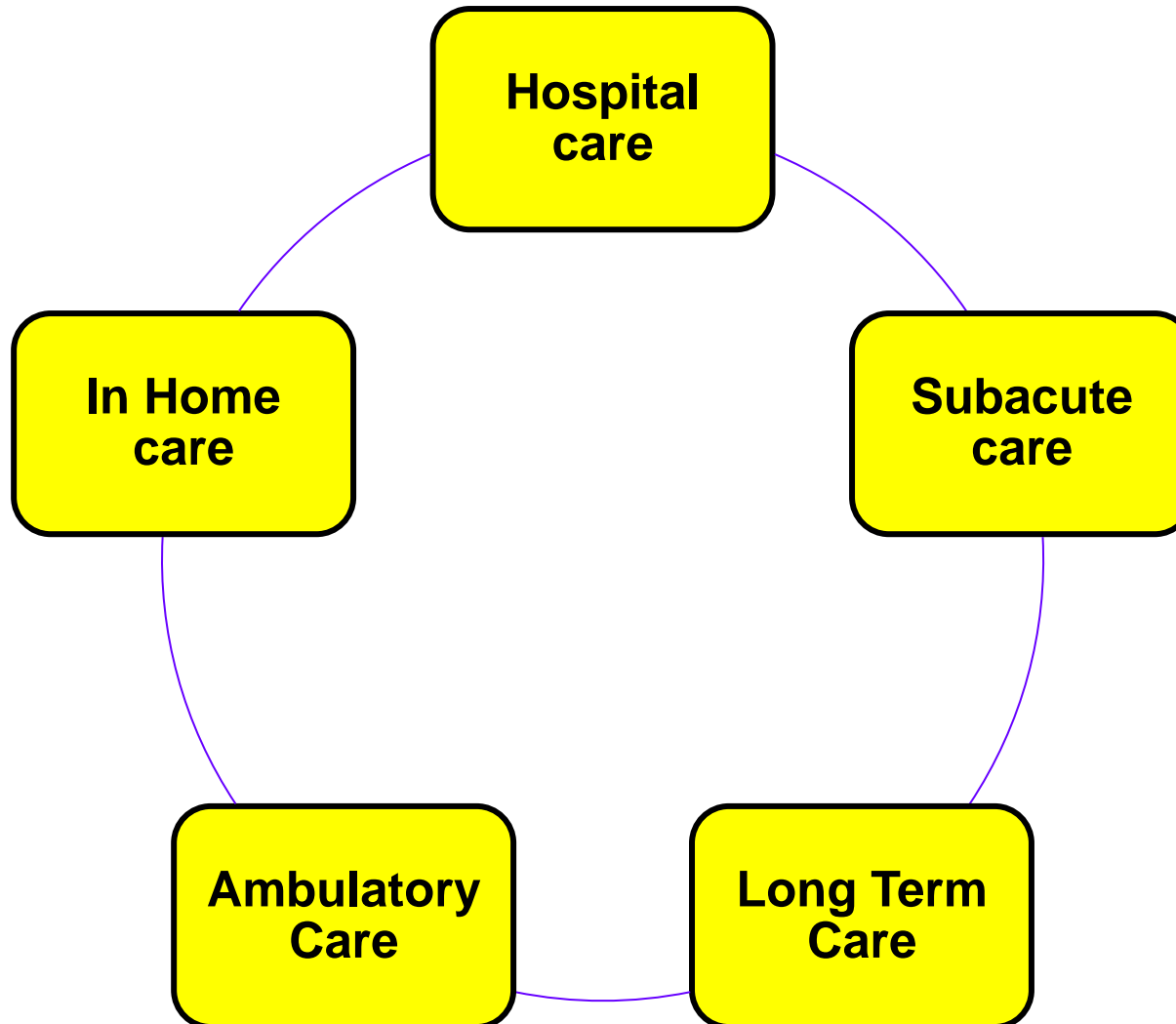
**Increased demand of
Medical Technology
and services**

**Increased role of
purchasing &
paying institutions**

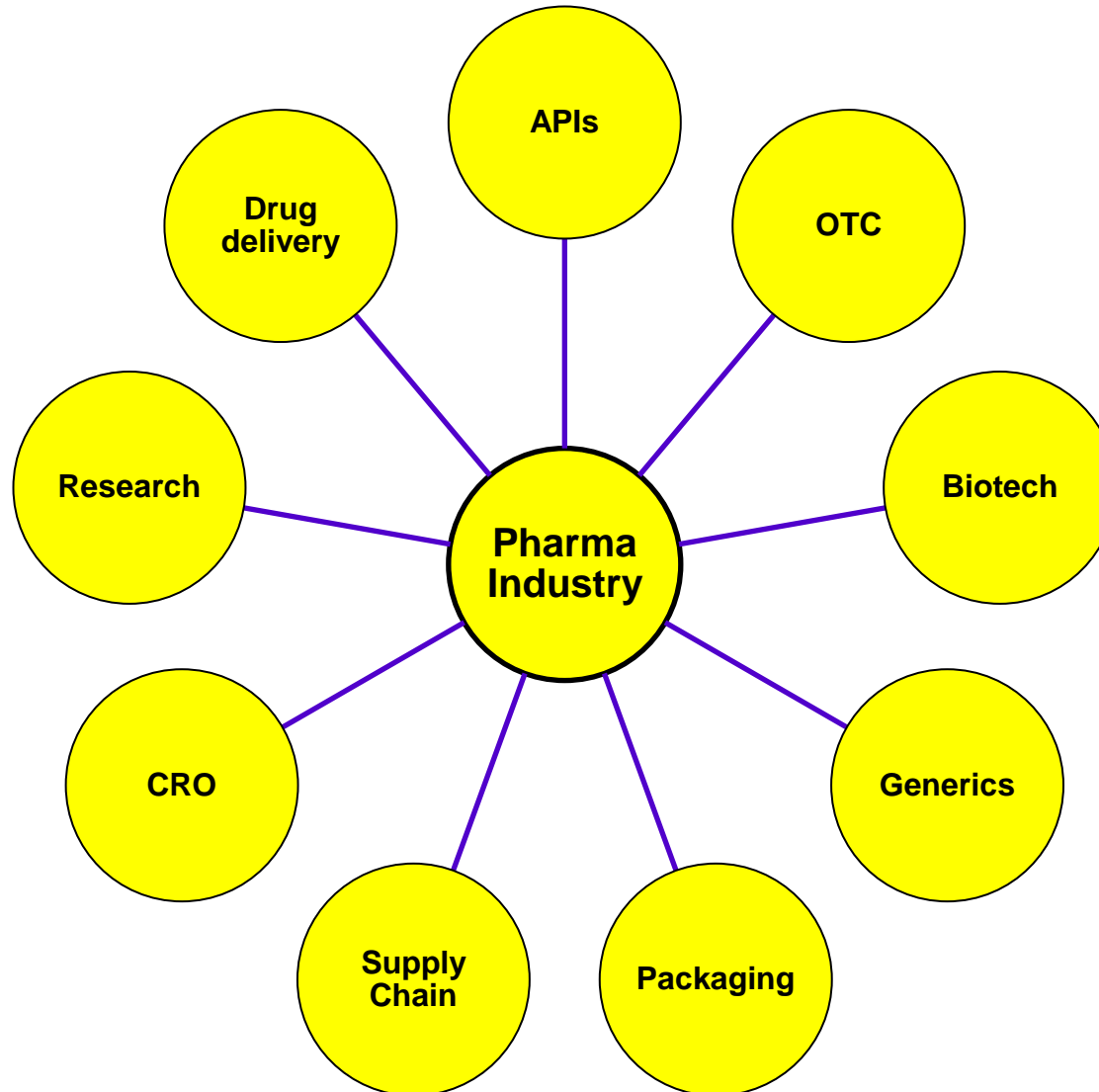
**Declining power of
HeathCare professional**



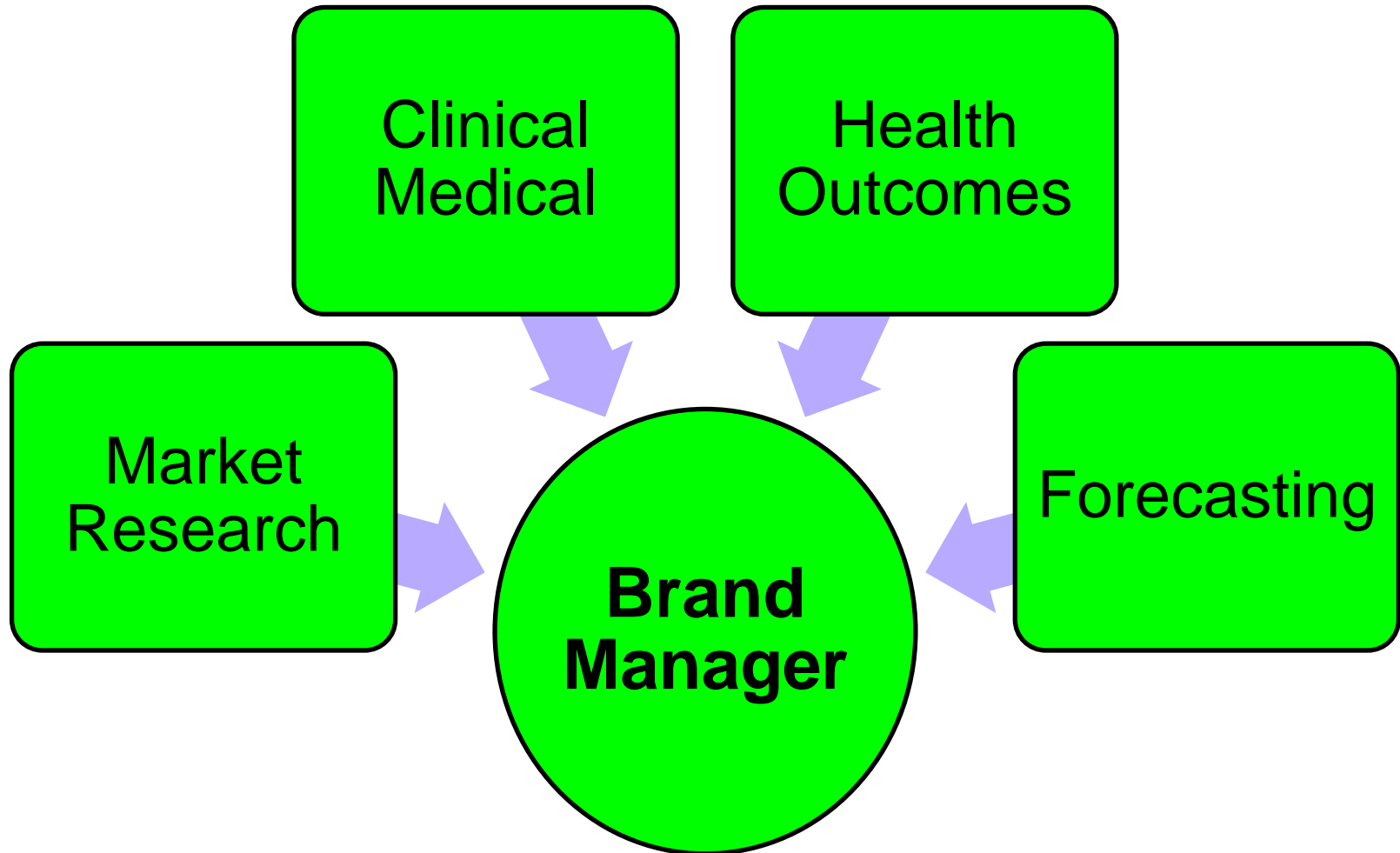
Healthcare Structure



Pharma industry components



Pharma marketing different



What are the other differences

	Pharmaceutical	Consumer
<i>Consumer is decision maker</i>	Mostly not true	True
<i>Consumer pays directly</i>	Not True	True
<i>Brand Loyalty</i>	Not True	True
<i>Government Regulations</i>	Very High	Low
<i>R&D</i>	Complex	Less complex
<i>Price sensitivity</i>	Low	high

Market research

- To determine:
 - Target Market
 - Market needs
 - Positioning and strategy
 - New product strengths and weaknesses
 - Company strengths and weaknesses
 - Packaging/ pricing

What is your value proposition?

- Which user benefits are you going to provide?
- How will your product be better than rest?



Focus group

Market research

- Focus Group Meetings
 - To distill product concept
 - Key promotional messages
 - Anticipate product resistances
 - Know strong points of competition
 - Unfulfilled needs of MDs



Clinical / Medical

- Pros and Cons of current treatment available
- Technical ability to understand the drug
- Knowledge of standard practice
- It helps how patients are viewed and treated by physicians
- Helps brand manager to develop SWOT analysis

Health outcomes

- Epidemiology
- Economic benefit of various treatment
- Pricing and reimbursements
- Effect of product on QALY (Quality adjusted life years)

Market research

- Quantitative and Qualitative
 - IMS
 - Focus Groups
 - Treatment pattern
 - Drug of first choice
 - Issues to highlight in promotional message

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Forecasting

- Assess the commercial potential
- Develop revenue models based on prescription
- Arrive at numerical forecast and not to have strategic implications

Role of product manager (*pharmaceutical marketeer*)

- Comprehensive review of disease marketplace
- Competitive landscape
- Pros and Cons of currently available and pipeline treatment
- Assessment of unmet medical need where new compound can fit it
- Ultimately developing a brand positioning

Developing a product strategy

- Comprehensive marketing strategy to meet key objectives of the brand including
 - Product Positioning
 - Market Segmentation
 - Patient
 - Physicians
 - Develops Pricing Model
 - Roll out plan –operational and more tactical approach

Marketing Mix in Pharma

Product

Therapeutic Class

Generic or Branded

Dosage Form

Price

Competition

Margins

Treatment Cost

Promotion

Detail Aid

Clinical Papers

CME Programs

Symposia

Personal Selling

International events

Place

Hospital

Pharmacies

Distribution strategy

Supply chain and
Storage

Regulatory
requirements

Controlled versus
non controlled

Defining a product, critical component in Pharma marketing

■ Classical way

- Efficacy
- Safety
- Tolerability
- Speed of Action
- Quality
- Cost
- Side Effects

Product definition

■ New Paradigm

- Life Style
- Quality of Life
- DTC Branding
- Redefining the patient population
- Redefining disease yardsticks

Price

- Brand versus Generic
- Duration of patent protection
- Competitive landscape
- Dosage form
- Cost of API

Place

- Hospital or Retail Product - Oncology
- Controlled or non controlled - Psychiatric
- Cold Chain - Vaccines
- Dosage Forms – Suppository
- Select market or global launch

Promotion

- Advertising
- Personal Selling
- Public Relations
- Sales Promotion
- Target Audience
- Above The Line: media, press
- Below The Line: sponsorships, mailing, events, display, public relations
- New Media (internet, guerrilla marketing)
- Global Branding



SOCIAL MEDIA

Social Bookmarking

(e.g. Pinterest, Reddit, Digg, Del.icio.us, etc.)

Video Sharing

(e.g. Vimeo, YouTube, Daily Motion, etc.)

Photo Sharing

(e.g. Flickr, Wallspace, My Shutterbox, etc.)

Blogging

(e.g. WordPress, TypePad, Blogger, etc.)

Social Networking

(e.g. Facebook, Myspace, Ning, Orkut, etc.)

Collaborative Tools

(e.g. Basecamp, Chatter, Google Docs, etc.)

Wikis

(e.g. Wikipedia, Webopedia, Wetpaint, etc.)

User Reviews, Rating Sites

(e.g. Yelp, CitySearch, Yahoo, Google, etc.)

Micro-blogging

(e.g. Twitter, Tumblr, Friend Feed, etc.)

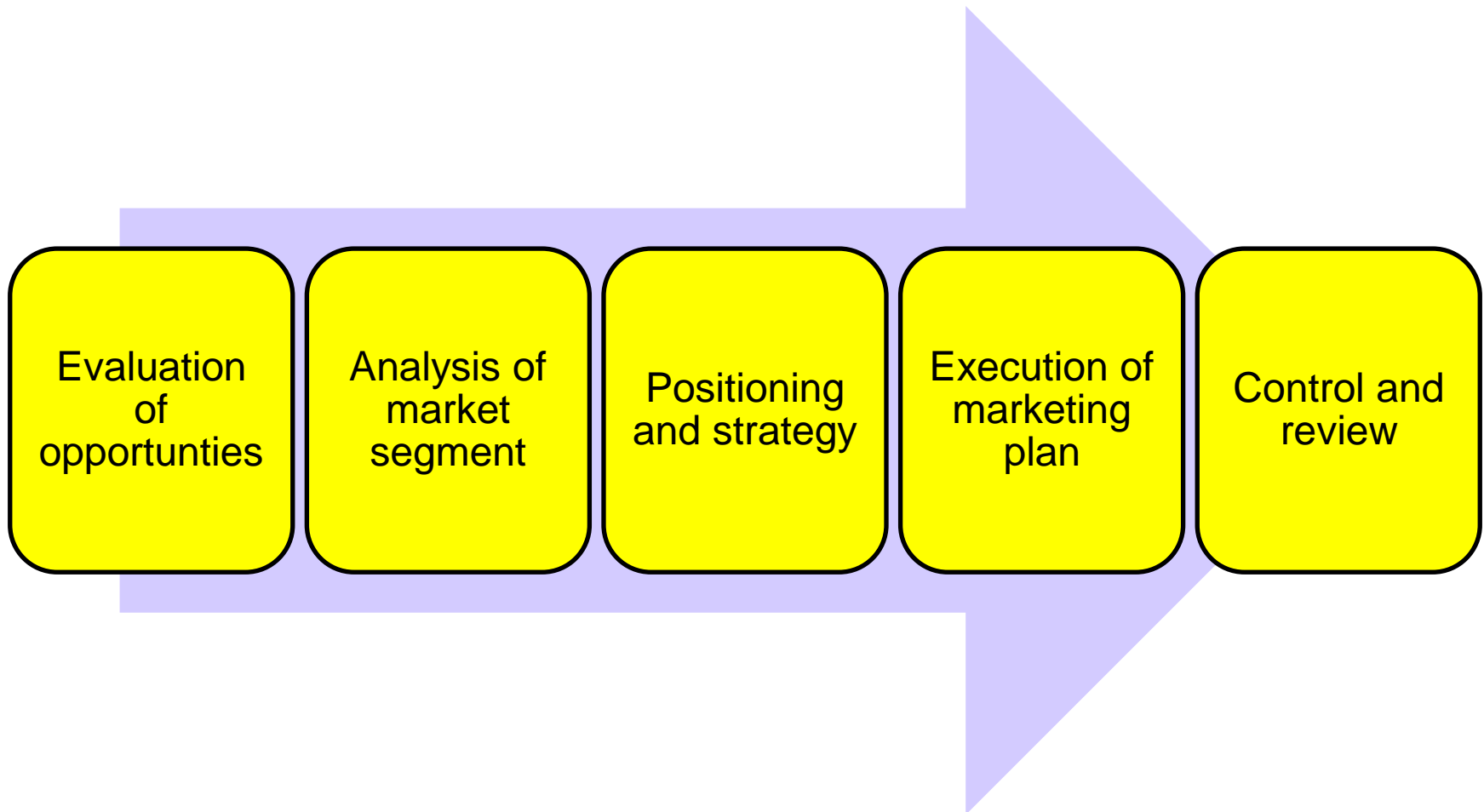
Business Social Pages

(e.g. Facebook Pages, Google +, LinkedIn, etc.)

Strategic framework

- Which therapeutic area and geographical area?
- Portfolio selection and resource allocation
- Target physicians, target indications
- Marketing Mix
- Implementation

Marketing planning steps



Product Launch Timeline



Pharma market research

■ Prescribers

- Prescription Audit
- Patient Compliance
- Indications, both approved and off label

■ Patients

- Therapy awareness
- Compliance

Pharma market research

Attributes	Quantitative	Quality
Question Nature	How many	What if, “Why
Research Nature	Quantity defining	Exploratory
Focus	Historic and Statistical	Behavioral
Results	Measurable	Opinionated
Sample Size	Large	Small

Concepts of market segmentation, targeting and positioning

Reasons for Segmentation:

- All Doctors and Patients are not identical
- Their response to same drug could be different based on perceived side effects, cost, dosage regimen, off label indications

Benefits of segmentation

- Optimal Product/Market Match
- Optimal, cost effective promotional strategy
- Media allocation

Prelaunch

- Marketing Plan
 - Anticipated date of registration approval
 - Update of SWOT analysis
- Preparation of training materials
- Clinical trials or seeding trials
- Organization of scientific meetings
- Participation at regional congresses
- Final marketing plan

Prelaunch

- Field Force Training:
 - Materials to be sent one month before launch
 - With self-tests to check learning
- Selection of Key Accounts
 - Hospital mapping
 - MD targeting and profiling
- Press Conference

The Product Manager's Job: A successful product

Be the expert on the market and the customer

- Translate business objectives and customer needs into product requirements
- Be the clearinghouse for all product ideas
- Work with team to design & build great product
- Define and track key metrics
- Identify, plan & prioritize product ideas to maximize ROI on engineering resources