

Everyone Has a Question... What's Yours?

Publication Strategy

How do we optimize our publication strategy to present a compelling and differentiated message to professional audiences?

Methodology: Inside Edge Consulting Group (IEC) conducted In-Depth Interviews (IDIs) with therapeutic care KOLs, under the Meet-the-Experts (MtE) umbrella. Interviews were blinded, lasting approximately one hour at the KOL office or via phone for increased geographic reach. IEC conducted a comprehensive evaluation of the competitive publication strategy as well as the unmet needs of healthcare providers through a three stage approach:

- Work session with client team to better understand nuances of drug, competitors, and current publications
- Desk research to assess competitive publications and strategy
- IDIs with targeted KOLs to identify information needs for the category and the client drug

Outcome: IEC identified specific gaps in category and drug information held by each of the targeted HCP groups. Healthcare Providers (HCPs) also provided feedback on type and specificity of information required, most useful channels, most respected authors, and frequency with which information should be provided. IEC also created a research plan to gain nuanced insights from additional IDIs.

Sales Structure

How should we organize and incentivize our sales staff in light of evolving models and performance metrics within the pharmaceutical industry?

Methodology: Inside Edge Consulting Group (IEC) conducted an Environmental Scan, which is a two phase approach to understanding changes in the industry and obtaining the insights required to anticipate likely future scenarios. The Environmental Scan comprised of:

- Phase I: Desk research to outline current and anticipated changes to incentive compensation models, competitive information, and perspectives of opinion leaders in the industry
- Phase II: In-depth interviews with targeted individuals – e.g., human resource managers in pharmaceutical companies, sales and district managers, sales representatives, competitive intelligence and human resource consultants - to assess known and potential modifications to incentive models and performance metrics

Outcome: IEC identified evolving perspectives on models and metrics in the pharmaceutical industry and anticipated response. The client developed likely scenarios for consideration and IEC assisted in determining the impact of each scenario on sales staff and performance outcomes.

Everyone Has a Question...

What's Yours?

Managed Care MtE and Advisory Board

How do we determine managed care acceptance of a new class of drugs in a category with a long standing treatment regimen? What is the projected acceptance of the fourth to market?

Methodology: Inside Edge Consulting Group (IEC) used combined methodology of Meet-the-Experts (MtE) and an Advisory Board to create a complete landscape analysis. MtE is a service that gains depth and expert insights from key thought leaders and utilizes In-Depth Interviews (IDIs) with managed care key stakeholders. IEC selected IDI respondents based on their inability to attend the Advisory Board due to regulations or geography. IEC insights from the IDIs helped to develop meeting materials for the Advisory Board and were included in the final report.

Key stakeholders attended the Advisory Board: Medical directors and Pharmacy directors from regional and national HMOs, Medical and Pharmacy Directors, and Hospital Health Systems Pharmacy Directors. The Advisory Board presentations were given on clinical, company, and landscape background. The client also gained insights from workshop sessions in all key stakeholder areas on subjects including:

- Determine what barriers of entry there are for the newer generation of therapy
- Determine what barriers will exist for a fourth to market and initiatives to overcome these barriers
- Evaluate the dynamics of aligning payer and formulary decision makers adoption of HCP assessment and acceptance of newer risk profiles
- Determine what tools or initiatives will assist in the quick and early adoption of new risk profiles and how they are assessed by the different hospitals and plans
- Determine how the reimbursement structure will be impacted by the existence of multiple risk profiles
- Determine how the reimbursement structure will be impacted by healthcare reform changes which will take place prior to the 2013 launch
- Identify gaps in treatment and adoption rates and what the expectation of the product will be in filling these gaps
- Determine what materials are needed for submission of the product as a fourth entry to the market

Outcome: IEC created a research plan to gain the greatest managed care formulary position upon product release. IEC final report included additional stakeholder areas of interest for future insight gathering. At IEC recommendations, the company created a panel of these key stakeholders to gain quick feedback pre- and post-launch of the product.

Everyone Has a Question...

What's Yours?

Internal Pharma Based Meet-the-Experts

What are the gaps in data management products available to pharmaceutical companies? Where is the future of data management?

Methodology: Inside Edge Consulting Group (IEC) conducted In-Depth Interviews (IDIs) with key stakeholders, including Market Research, Sales Operations, and Marketing. Respondents represented many levels including regional and district managers to vice presidents and presidents. Respondents were from small, medium, and large pharmaceutical and biotechnology companies. IEC used both IDIs and Individual Telephone Interviews (ITIs) to gain geographic variability to maintain costs and timing. Each interview lasted approximately forty-five minutes.

IEC developed a topical guide in conjunction with the client, which allowed IEC to gain insights across multiple topic areas, including but not limited to:

- Internal company structure to identify initial point of contact within each company structure
- Insight on gaps in what current matrices can provide and what additional matrixes will be important moving forward
- Understand what functionality and lay out are important for making a data management products user friendly

Outcome: IEC provided insights and feedback that the client used to develop and launch a new database. The product is currently in a beta launch and preliminary feedback from clients shows that this product is more versatile than previous databases due to its ability to link patient, payer, and provider information.

Supporting Patient Behavior

Where in the progression of patient disease should intervention occur in order to influence and improve patient outcomes?

Methodology: Inside Edge Consulting Group (IEC) identified and mapped the patient journey for specific disease through a three-step process:

- Focus groups to form an initial understanding of the decision points and influences in the patient experience from the time of diagnosis to the present
- Quantitative data collection to understand the factors that influence treatment and care including physicians, managed care, friends and family, and other support systems
- In-depth interviews to assess interventions most appropriate for specific patient types.

Outcome: IEC identified the touch-points or inflection points at which company intervention can have greatest impact in terms of motivating and improving patient outcomes.

Everyone Has a Question...

What's Yours?

Clinical KOL Advisory Board

Determine the clinical and commercial value of a novel compound with a unique MOA in a new disease state.

Methodology: IEC convened a one and a half day Advisory Board of cardiovascular KOLs to understand what possible benefits this novel compound could have with an expanded indication. IEC recruited twelve external KOLs to meet with key internal stakeholders. During the course of the meeting, participants:

- Assessed the market for commercial opportunities
- Determined the best design clinical trials for the new disease state
- Evaluated current clinical trials for sub-group analyses

Outcome: IEC final report and recommendations showed that there was an opportunity for this novel compound in a new disease state. The client identified clinical trial design, as well as the clinical trial Primary Investigator. The client also conducted animal model trials and an analysis showing that this drug would be effective in humans.

Clinical KOL Meet-the-Experts

How do we transition our brand to first-line, with competition from our leading brand and outside competition?

Methodology: Inside Edge Consulting Group (IEC) conducted a series of 30 Individual in-Depth Interviews (IDIs):

- *On Tour* at the offices of US-based KOLs
- At a global medical conference with ex-US KOLs
- Follow-up interviews conducted with the same KOLs after the medical conference

IEC conducted these IDIs using a structured but free-flowing topical guide, developed by IEC and approved by the client. These informal meetings lasted approximately one hour and were used to gain insights across multiple topic areas.

IEC can also analyze topic areas of interest in conjunction with ATU findings to identify between KOL and community doctors in the identified topic areas.

Outcome: Through IEC, the client gather information to understand KOL opinions and target the correct messaging to appropriate key stakeholders. Global and regional trends were tracked to identify opportunity areas for successful awareness, trial, and usage. The client repeated this project for four years, which helped to understand trends as therapeutic strategy progressed. The brand saw an increased market share in first-line as well as second-line during the course of the research and will be successful in gaining increasing market share as the first generation drug becomes generic.

Everyone Has a Question... What's Yours?

Internal Competitive Simulations

How do we align multiple internal stakeholders for product launch and competitive response?

Methodology: IEC conducted a one-day meeting, held with both group presentation and team workshops, using an IEC and client agreed upon agenda, leader's guide, participant's guide, and workshop templates customized to address the client's business issues. This allowed for a free-flow of thoughts that was guided by the specific topic areas of interest.

These meetings were used to create:

- Communications platform and messages
- Unique product concepts
- Effective counter-detailing
- Compelling response to a competitive data release
- Differentiated position strategy

Outcome: Through the IEC exercise, the client gained internal alignment for strategy, actions, and resources needed to support the brand and also created internal brand champions to help ensure the success of the product. The meeting allowed the client to identify key stakeholders for product launch in order to gain the most effective awareness and trial. It also prepared the internal team to understand potential barriers to acceptance and created a playbook for how to handle the potential challenges.

Cardiovascular Risk Reduction Toolkit

How do you reach patients and physicians to assist in behavioral modification that is patient appropriate?

Methodology: Inside Edge Consulting Group (IEC) conducted focus groups with both patients and physicians. IEC gave attendees background information into the goals of the project and asked them to respond to particular stimuli. IEC conducted focus groups in three distinct geographic locations.

IEC showed patients and physicians stimuli designed to provide behavioral modification in the treatment hypertension under the topic areas of: lifestyle change, diet modification, reduction of salt intake, exercise, and stress management. Through IEC analysis of insights, materials were developed to maintain cultural sensitivity, geographic sensitivity for such activities as outdoor exercise, and language abilities of community members.

Outcome: IEC collected feedback that allowed the client to create a toolkit containing the necessary materials for the successful completion of behavioral modification in conjunction with therapeutic disease management. With the assistance of IEC, the client was able to launch a study to understand the effectiveness of behavioral modification and therapeutic disease management.

Everyone Has a Question... What's Yours?

Product Launch Planning

What are the necessary resources for a product launch? How do we effectively use the information we have already gathered to plan?

Methodology: Inside Edge Consulting Group (IEC) used a combined methodology including: review of internal resources, Environmental Scan, and In-Depth Interviews (IDIs). The objective of the Product Launch Planning was to create a detailed process map of how brands navigate from development phases to commercialization within the company infrastructure. The map:

- Defines all of the tasks associated with the launch process, the critical stage-gates, and the deliverables and decisions associated with each
- Identifies the launch team and clarifies owners and contributors
- Identifies the functional areas (i.e., marketing, market research, sales, medical affairs, labeling, regulatory, manufacturing, trade, distribution, etc.) and the geographic areas to be involved, along with the roles and responsibilities of individuals within each area
- Defines the communications plan and the touch-points required to ensure alignment throughout the commercialization process with all team members and with management

There are numerous factors that can mitigate a successful launch. IEC understands and accounts for these challenges in the Product Launch Planning process, which include:

- Poor global-local interaction
- Lack of cross-functional coordination
- Inadequate resource planning and allocation
- No establishment of clear roles and responsibilities
- Uncertain and evolving business climate
- Limited institutional experience
- Short launch cycle
- Fail to conduct contingency planning

Outcomes: IEC helped the client use the Product Launch Plan to overcome the challenges they foresaw in the market. The company has used the plan to prepare internal and external stakeholders for the launch of their product expected within the next two years

Everyone Has a Question... What's Yours?

KOL Summit Meeting

How do I convene KOLs in a therapeutic area to understand a new treatment topic and translate it for patients to use?

Methodology: Inside Edge Consulting Group (IEC) held a meeting with ten KOLs in the identified therapeutic area, for one and a half days. During this time, clinical and behavioral presentations were given on the newest treatment methods in the therapeutic area. The workshops had the following objectives:

- To design a research study for community physicians' and patients' participation which delivers improvement in cardiovascular endpoints
- To craft the methodology for study implementation, rollout, and analysis
- To identify strategies and tools which allow for adoption at the community level upon completion of research study

Outcomes: IEC provided the client with information and stimuli gained from the KOL Summit Meeting to use during physician and patient focus group sessions for further refinement. With the assistance of IEC, the client was able to launch a study to understand the effectiveness of behavioral modification and therapeutic disease management.