CASE STUDY

Targeting Influential Physicians

We prove how adoption rates can climb when targeting the right physicians for your brand

DRG
DECISION RESOURCES GROUP

Targeting Influential Physicians

Introduction to the Case Study

Our client was preparing to introduce a late entry drug positioning them 4th to market. Their brand team needed to identify which physicians would be most willing to try a new drug in this crowded market.

Defining the Challenges

With a dominant generic competitor and several other branded products in the market, volume numbers alone were not enough to find targets who were likely to try a new product. Many of the higher prescribing physicians in the market either did not treat patients with the appropriate indications or were loyalists to other products in the market.

Our Solution

Using both claims and prescription data we provided an accurate measurement of volume at the physician level. We found the appropriate clinical influencers, based on the characteristics we found to be most important, to affect that volume and identified local opinion leaders with connections to those clinical influencers for med-ed events.

The Result

By prioritizing physicians with high network influence and the right patient populations the customer achieved more rapid and higher adoption rates than projections had anticipated. Identified high influence physicians adopted at greater than five times the broader market average while their connections were four times more likely to adopt. Even more distantly connected physicians were still three times more likely to adopt than those who did not have a relationship with a high influence physician.

Takeaways

In complex markets, volume numbers may not be adequate to identify true market potential. Detailed analysis of treatment and prescribing patterns gives better estimates of actual potential volume. Finding the local clinical influencers enables rapid acquisition of that volume.

We focus on targeting physicians who influence prescribing behavior of their connections versus those with just higher volume numbers is

5X
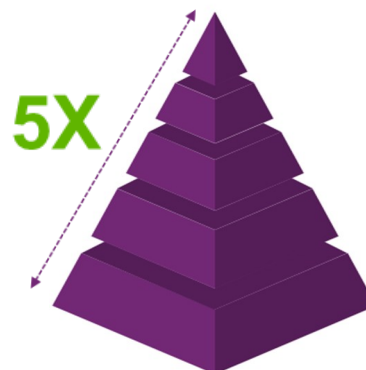
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