

# Case Study: Antiplatelet



## Antiplatelet brand unleashes the power of the high-traffic Aspirin aisle

Delivery of educational information and targeted store placement were keys to success



### SUMMARY

When the brand team for an antiplatelet medicine wanted to raise consumer awareness of the brand and its usage profile, they turned to Rx EDGE as part of an integrated educational marketing campaign. A critical benefit of the Rx EDGE program is that it gives pharmaceutical marketers the ability to target a key audience by store location. Typically, Rx EDGE information dispensers are placed next to or near over-the-counter remedies that correspond most directly with the prescription product. In this case, the low-dose aspirin area made the most sense.



### OBJECTIVES

The brand took full advantage of Rx EDGE exposure potential by implementing a multi-year, multi-cycle effort. All communications were singularly focused on delivering a direct message to those who had had a heart attack or had been hospitalized with heart-related chest pain. To that end, the information dispenser was installed near low-dose aspirin products, increasing the likelihood that it would be seen by the most relevant audience.



### BACKGROUND

As *WebMD* points out in its Heart Disease Health Center, “good old aspirin, the common pain reliever that has been in our medicine cabinets for almost a century, also has a talent for prevention”.

The Analgesics aisle of the drug store is an ideal place to reach those who have had a heart attack or are at increased risk for a future heart attack or stroke due to a past clot-related event. The Internal Analgesics Tablet section is also one of the most heavily shopped in the OTC category, with 70% of U.S. households buying annually.



### PREMIUM LOCATION

In the information dispenser, the brand effectively connected messages with the store location:

1. Directly associating the message with aspirin “If you had a heart attack, is aspirin alone enough to protect you?” was one of the multiple headlines that were deployed throughout the campaign. The core concept centered on the antiplatelet product’s ability to increase patient protection when taken with aspirin.



2. Deploying an incentive promotion that was directly linked with the over-the-counter product.
3. Alluding to a medical procedure in which a stent is inserted into an artery that is narrowed due to plaque buildup. Low-dose aspirin is frequently part of recommended post-stent maintenance therapy;

Education was a key ingredient encompassing all communications. Consumers were given a toll-free number to call in order to find out their eligibility for rebates, and to obtain an information kit with important information about how to help reduce the risk of a future heart attack or stroke. A "Guide to Talking to Your Doctor" was also provided.



Through the use of matched-panel analysis conducted by a third-party research firm, results of the multi-cycle initiative were measured. Throughout the monitoring periods, the lift in prescription volume attributable to the Rx EDGE campaign averaged 3.35%. Even more important, the return on investment based on single scripts was an impressive \$7.20. The long-term effect was also analyzed, which showed a return of \$11.22.

This data demonstrated that Rx EDGE pharmacy programs can have a significant effect on both near-term goals as well as longer-range patient retention objectives.

**The pharmacy and Rx EDGE are constant in consumers lives. No other media has their attention the way we do in the moments that matter most.**

\*IRI Group. Total of drug stores, supermarkets, discount stores, military commissaries, and selected club and dollar stores for 52 weeks ended 5/15/2016



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