

## Solutions for Diabetics Achieve Significant Traction in the Pharmacy's Aisles

Four diabetes medications reach their intended audience across the spectrum of clinical types



Multiple trips to pharmacies are common, but for diabetic patients the journey to brick and mortar shops is particularly familiar. It is the destination of choice not only for Rx pick-up, but also for diabetic supplies and ancillary products related to comorbidities. Four diabetes medications, (referred to as Brands A, B, C, and D in this case study) capitalized on this unique, increased foot traffic. Each positioned their marketing efforts to ease the burden for the diabetic consumer while generating a strong return on investment.



For Brand A, the goal was to provide current insulin pen users with another, more effective option in the crowded insulin pen marketplace. Brand A wanted to convey that they offered not just the device that administers the insulin, but also a more effective agent of insulin itself. Brand B's goal was to prompt potential users to talk to their doctor about their medication and to continue campaign awareness throughout the duration of treatment. While Brand C also encouraged a conversation with healthcare providers, the main goal was to inform potential users about the nuances of their man-made insulin, chiefly its ability to be paired with oral diabetic medications. Brand D wanted to create product awareness, since their medication was an alternative to traditional insulin. Prompting potential patients to speak with their care providers was especially important to Brand D.

### Brand Objectives

**Brand A**  
Insulin and Pen

- Inform patients about a new, effective form of insulin
- Convey message that insulin is administered with re-designed pen

**Brand B**  
Oral

- Prompt patients to have a conversation with their provider

**Brand C**  
Insulin and Pen

- Encourage patient-provider dialogue
- Describe duality of medication

**Brand D**  
Non-Insulin Injectables

- Create awareness as a treatment option to traditional insulin



Brand A is both an insulin device and alternative for patients with both type 1 and type 2 diabetes. Using a unique approach inherent in the product, Brand A is able to regulate blood sugar in patients without as many injections. Brand A focused their campaign on awareness and familiarity with their medication. Brand B is a once daily pill that helps patients with type 2 diabetes lower their blood sugar. Booklets in their information dispenser featured messages about price per script. Brand B also advised patients to contact their doctor and have a productive conversation about their condition. Similar to Brand A in that it is man-made insulin. Brand C is a powerful insulin that can be injected once or twice daily as needed. People who have been diagnosed with type 1 or type 2 diabetes can benefit from Brand C. Brand D is a non-insulin injectable that helps to regulate blood sugar in patients with type 2 diabetes.



Program: Aisle Location	
<b>Brand A:</b> Insulin and Pen	Diabetic Care
<b>Brand B:</b> Oral	Analgesics and Aspirin
<b>Brand C:</b> Insulin and Pen	Diabetics Care
<b>Brand D:</b> Non-Insulin Injectable	Diabetics Care

All four brands all took full advantage of the Rx EDGE program's large media footprint in the pharmacy, placing their information dispensers in the best possible location for success. Each brand selected a location based on their specific category, the typical aisle audience, and co-morbidities diabetic patients may experience.

### Insulin and Pen Products

Rx EDGE determined that placing Brand A's program in the diabetic care aisle would give them the greatest leverage to both get in front of the audience they wanted and stand out among their competitors in their market. Brand A's placement allowed for their intended audience of diabetics to discover a two-in-one alternative that they may be purchasing two products to remedy. Brand A was specifically introducing their new version of insulin, so category data was used to target markets with heavy insulin pen usage. Further analysis performed by Rx EDGE pertaining to Brand C concluded that the ideal placement for their medication was in the Diabetic Care aisle. The goals Brand C was trying to accomplish lined up perfectly with this placement. The goal was to acquire new patients who were already visiting the diabetic care aisle to inform them about Brand C's advantages.

### Oral and Non-Insulin Injectable

Brand B was placed in the Analgesics and Aspirin aisle, one of the most frequently visited sections in retail outlets. Brand B utilized their own high-volume DMAs to zero



in on their non-insulin type 2 market. Brand D's Rx EDGE program was also placed in the diabetic care aisle, but for a slightly different reason than Brands A and C. Brand D's goal was to inform patients about their injectable insulin alternative, so placing their information dispenser in an aisle frequently visited by the diabetic patient helped to streamline their audience.



The results of the Rx EDGE program were measured using a two-pronged panel analysis; one control group without the Rx EDGE program, and another panel with the program. The results for all four brands were impressive. Brand A experienced a 4.7% increase in script volume across a 16-week period. Perhaps more importantly, many of the new cripts (NRX) were administered for first-time patients. Brand B's total Rx sales volume increased 3.35% while earning a ROI of \$7.50. Calculated based on effect over the duration of treatment, the ROI was \$25, accomplishing Brand B's goal of sustained, continued use of their product. In Brand C, a ROI of \$21.06 was reported, as well as a script lift of 6.2%. Brand D experienced similar, positive results; the Program helped them produce a script lift of 5.0% which led to an ROI of \$21.97.

**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.**



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