

Harnessing the power of the pharmacy channel in product launch efforts

Products get off to a faster start by capturing consumer attention in pharmacy aisles

SUMMARY

The Solutions at the Shelf™ program has played a significant role in numerous product launch campaigns. This case study focuses on recent introductory efforts for brands in four different categories – Irritable Bowel Syndrome, Overactive Bladder, Acne, and Opioid-Induced Constipation – whose launch efforts boosted Rx script volume by a combined average of 9.2%.

OBJECTIVES

While brand-specific objectives varied, the four brands had some key goals in common:

- 1 Create awareness early in the product lifecycle
- 2 Educate prospective patients about the disease state and help them identify symptoms
- 3 Integrate messaging with other elements of the marketing mix
- 4 Drive patient acquisition among a targeted, relevant audience

BACKGROUND

The treatment progression often begins in the aisles of the pharmacy – when experiencing symptoms, many consumers first head there in search of remedies. This makes the OTC and personal care sections the ideal place to educate potential patients about new Rx products and the conditions they treat, as well as draw attention to new formulations. During this Mindset Moment™, people take notice and they take action.

Solutions at the Shelf™ programs address multiple product launch objectives

Create awareness early in product lifecycle

The timing flexibility of Solutions at the Shelf™ programs let you begin consumer outreach efforts in the early-launch stage

Reach the right prospective patient

Using the Insight EDGE™ targeting platform ensures that messages reach the intended audience

Educate consumers about the disease state

User-friendly booklets are an excellent format for explaining important details about products and conditions

Provide incentives to facilitate patient action

Solutions at the Shelf™ programs are an ideal delivery method for delivering savings and trial offers

Leverage pharmacy's value as a point of care destination

The pharmacist, a key healthcare provider, is nearby to answer questions

Track and measure results

Through the use of matched-panel research, results can be reliably measured

Generate sales at an effective rate of return

Solutions at the Shelf™ programs used as part of new product launches generate a measurable lift in Rx volume and an efficient ROI

Integrate with other elements of the marketing mix

Solutions at the Shelf™ extends the reach and value of launch campaigns and reinforces key messages

PREMIUM LOCATION

The four new products found a receptive audience by placing their Solutions at the Shelf™ dispensers near products that most directly correlated with symptoms related to the respective conditions:

New Product Category	Store Section
Irritable Bowel Syndrome	Laxatives
Overactive Bladder	Adult Incontinence Products
Acne	Topical Acne Products
Opioid-Induced Constipation	Laxatives

RESULTS

The pharmacy proved to be an excellent “launch-pad” channel, with increases in script volume achieved across the four brands:

New Product Category (brand)	Average Script Lift*
Irritable Bowel Syndrome	6.0%
Overactive Bladder	7.2%
Acne	11.2%
Opioid-Induced Constipation	12.4%

*Based on 2015-2016 matched-panel research conducted by Retail Intelligence, Inc.

Placing actionable information in the pharmacy at the Mindset Moment™, when consumers are thinking about healthcare and seeking remedies, helps prospective patients understand their symptoms and move more knowledgeably to treatment

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