

# Case Study: New Products

## Harnessing the power of the pharmacy channel in product launch efforts



### SUMMARY

The Rx EDGE 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 (IBS), Overactive Bladder (OAB), Acne, and Opioid-Induced Constipation (OIC).



### OBJECTIVES

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

- Create awareness early in the product lifecycle
- Educate prospective patients about the disease state and help them identify symptoms
- Integrate messaging with other elements of the launch marketing mix
- 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 head there first 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.



### PREMIUM LOCATION

The four new products found a receptive audience near products that most directly correlated with symptoms related to the respective conditions. For the IBS and OIC brands, that was in the Laxatives section. Information dispensers for the OAB and Acne brands were placed in the Adult Incontinence and OTC Topical Acne sections respectively.



### RESULTS

#### 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.



Full case study available at [rxedge.com](http://rxedge.com)

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