



Unbranded Message Testing for a Global Pharmaceutical Company

How OSG helped a global pharmaceutical company evaluate and prioritize potential scientific statements intended to launch an unbranded campaign to educate physicians before the launch of Drug X.

EXECUTIVE SUMMARY

A global pharmaceutical company and its agency-of-record were planning to launch an unbranded campaign to shape the Opioid Induced Nausea and Vomiting (OINV) treatment market for the later launch of Drug X, and thus wanted to test potential scientific statements that would boost this campaign. Using Dynamo, OSG's AI-driven big data analytics platform, OSG conducted research in the United States to prioritize messages designed to launch a campaign that educates physicians about OINV and drives them to seek more information

OBJECTIVES

OSG was tasked with two key objectives:

1. Understand physicians' receptivity to unbranded scientific statements
 - Which statements are motivating and to what extent?
 - Evaluate the statements on other aspects such as believability, differentiation etc.
2. Understand physicians' receptivity to specific messages (with and without visuals)
 - How do messages resonate with the physicians?
 - How do visuals help explain the statements?
 - How do physicians respond to other specific probes on the messages?

STRATEGY

Research was conducted using Dynamo's powerful behavioral analytics platform ASEMAP™, with 500 health care providers through a 40-minute online survey. HCPs were asked to consider how the messages might motivate them to change their approach to treating Opioid induced nausea and vomiting by pre-empting it with an antiemetic when they prescribe an immediate release opioid for moderate to moderately-severe acute pain

Respondents then followed a series of steps required by the validated methodology to identify statements that they believe are most motivating to them. 37 statements were tested in this exercise. These statements were bucketed into themes. It was evident that cost related statements resonate more strongly with physicians than other themes

EXAMPLE

Read Within
User Group –
Top-Down
within a column

Statements	ALL	Primary Care Physicians	Orthopedic Surgery	General Surgery	Emergency Medicine
If an antiemetic is administered prior to an opioid, the majority of the receptors responsible for causing nausea and vomiting may be pre-emptively blocked	117	96	151	102	102
Opioid-induced nausea and vomiting can increase cost of care by up to 215%	110	98	112	111	118
Opioid-induced nausea and vomiting can increase the overall cost of care by \$8595 per patient	109	159	88	102	93
Patients are blaming you for the nausea and vomiting that the opioid caused	108	113	115	102	99
Can bothersome side effects to opioid therapy, such as nausea and vomiting, be avoided?	108	95	107	113	123
You may not realize which of your patients are actually dissatisfied with the opioid treatment you prescribed	107	96	119	103	103
Opioid-induced nausea and vomiting can still occur in a patient who has experience taking opioids	107	104	88	138	87
Opioid-induced side effects, including nausea and vomiting, may lead to premature treatment discontinuation	106	109	109	102	101
Nausea and/or vomiting are common irrespective of an inpatient or outpatient setting	105	100	100	112	111

Statements are shown in order of how motivating they are. 100 represents average motivation and scores are indexed accordingly.

RESULTS

OSG was able to:

- Identify a clear number of strong scientific statements that generated motivation
- Identify a clear number of specific messages that were believable
- Identify bundles of messages that generated motivation and believability
- Message flow options were created to help maximize the impact of various messages conveying different emphases (cost, patient experience, prevention, or improved tolerability)

The client launched a campaign including TV and medical journal advertisements identifying the issues of OINV to educate consumers and to drive them to speak to their doctors