INTEGRATED SEGMENTATION DRIVES MESSAGE IMPACT AND LAUNCH SUCCESS

Innovative Approach to Segmentation Fuels Message Strategy and New Indication's Launch

THE CHALLENGE

MAXIMIZING LAUNCH SUCCESS IN A NEW INDICATION

New Indication Expected

Product receiving a new indication for Advanced Lung Cancer.

Launch Date Accelerated

Launch date accelerated by 6 months. No time for "old school" methods to identify prescribers most critical to success.

Narrow Launch Window

Accurate segmentation critical to designing effective messages to help become standard of care in a crowded field.

THE SOLUTION: INTEGRATED SEGMENTATION

DETERMINING SEGMENTS, TARGETING MESSAGES AND DIRECTING THE FIELD

Fueled by the
IQVIA CORE™

FULLY INTEGRATED DATA, ANALYTICS, AND REPORTING:
- Qualitative Interviews
- Survey Research
- Patient-level Claims Data
- HCP Prescriber Profiles

? IDENTIFY	✓ BUILD	! PREDICT	◎ PLAN
Identified drivers and barriers of use and grouped HCPs with common characteristics	Built highly differentiated prescriber segment profiles	Developed a predictive algorithm and typing tool to predict segment membership for entire target list	Developed a blueprint to help field force execute targeted messaging by segment

THE ACTION

EXECUTING THE SEGMENTATION AND MESSAGING STRATEGY FLAWLESSLY

The field force executed IQVIA's blueprint, delivering specific messages tailored to the most critical HCP targets to overcome barriers and reinforce drivers of adoption.
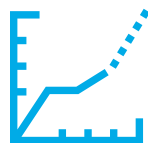
> The VP of Oncology remarked, **"this was the most actionable piece of research I have ever seen."**

THE RESULTS

ACHIEVING LAUNCH SUCCESS

Early uptake predictions were **within 5%** across all three HCP segments.

Market share grew from an expected **21% pre-launch** to an actual **35% three months post-launch** in the segment previously aligned most closely with the key competitor.

THE STORY CONTINUES

ONGOING BRAND SUPPORT

The company continues to request monthly updates to fine tune the segmentation and messaging strategy in response to competitive reaction and marketplace changes.

CAPTURE PRIMARY INTELLIGENCE WITH INTEGRATED SEGMENTATION

Primary Intelligence leverages the data assets, domain expertise, advanced analytics and transformative technology of the IQVIA CORE to create integrated research solutions that help our clients make critical decisions in complex markets.

Primary Intelligence

Primary Research

IQVIA CORE™

IMS Health & Quintiles are now
IQVIA™

CONTACT US
primaryintel@iqvia.com | 215-444-8988
iqvia.com/contactus