

HCP Panel 助力卓越营销最佳实践

何川-拜耳医药

马素锋-方括研究

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Project Objectives

China's Issues

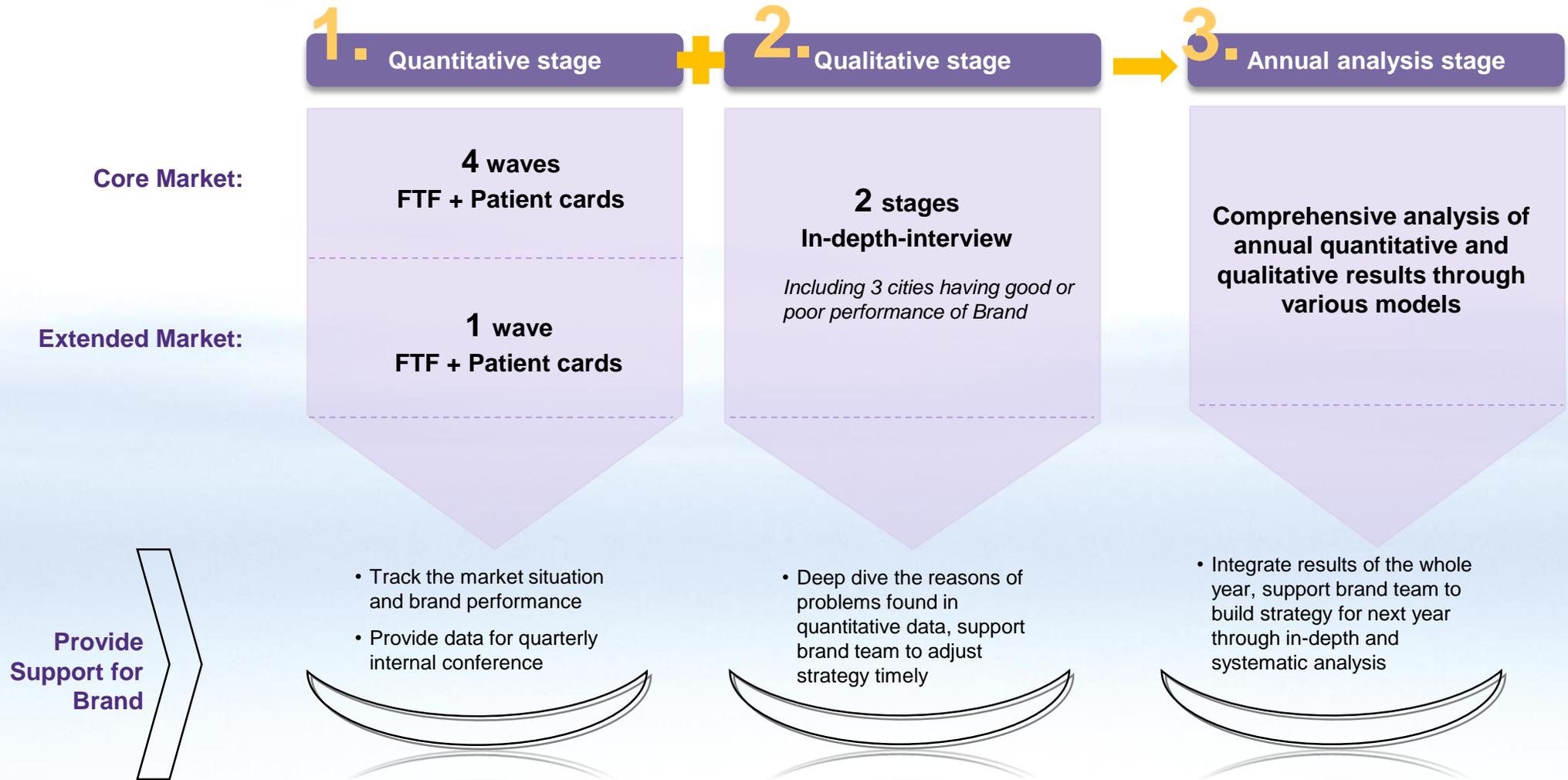
- Lack of valid secondary data source to support global team to track the KPI of NBRx in China
- Indication 1 performance needs to be tracked closely after NRDL/PRDL approval and price-cut
- Indication 2 needs to be understood and tracked which are not fully covered by global market research
- Need a sample design matched with internal sales management structure (regional manager level) to support regional decision-making

Target to build a consistent and representable HCP panel with Patients Records to access the market opportunity and track Brand performance in China

Agenda

- Project Objective
- **Project Methodology**
- Project Outcome
- Contribution to Business

Methodology Overview



1. Quantitative Content (Key Elements)



HCP Behavior

- Adoption curve
- Prescription breadth and depth
- NBRx and TRx
- Business source



- **Adoption curve:** Include brand awareness, ever used, regularly used and MOPB
- **MOPB:** Most often prescribed brand, reflect the brand loyalty
- **Prescription breadth and depth:** The percentage of HCPs who have used Brand and the average brand share per HCP
- **NBRx:** 产品's brand share in dynamic patients (new patients + switched patients)
- **TRx:** 产品's share in total patients
- **Business source:** Distribution of Brand users, like newly diagnosed, repeat or switched patients



HCP Perception

- Attributes evaluation (prescription driver)
- Brand performance on attributes
- Brand emotional performance (NPS)
- Brand preference for patient types



- **Attributes evaluation:** Importance of each attribute which will influence HCP's prescription
- **Emotional brand performance (NPS):** Overall brand choice for friend or colleague
- **NPS:** Net Promoter Score
- **Brand preference for patient types:** For each patient type, the brand considered as the first choice by HCPs



Promotional Activity

- Reps visit (coverage and frequency)
- Reps visit impact
- Conference attendance



- **Reps visit impact:** Differences of adoption curve, NBRx, TRx and preferred brand between HCP been visited and not

2. Qualitative Content



Physicians from
the city having good
performance



Physicians from
the city having great
progress of performance



Physicians from
the city having poor
performance



● Patient Volume

- Total patient volume
- NVAf patient volume
- New patient vs Follow up patient
- Trends of patient volume
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● Initial Treatment and Follow-up of NVAf

- Antithrombotic therapy choice, target patient types and reasons behind
- Anticoagulant therapy vs antiplatelet therapy choice, target patient types and reasons behind
- Competitor 1 vs Category choice, target patient types and reasons behind
- Brand choice among Category, target patient types and reasons behind
- Dosage and DOT of different Category brand
- Follow up frequency and patient's compliance
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● OAC Adjustment

- Drug adjustment of Competitor 1 users, target patient types and reasons behind
- Drug adjustment of different Category brand users, target patient types and reasons behind
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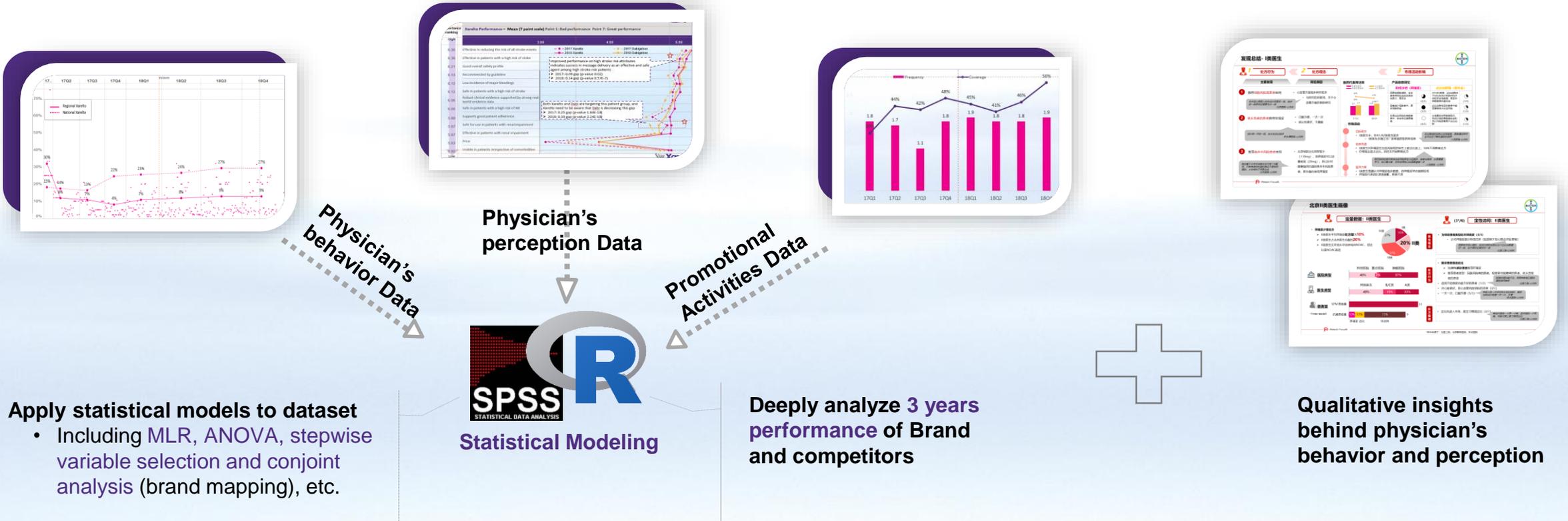
● Brand Evaluation

- Important attributes of brand evaluation
- Advantages and disadvantages of different NOAD brands
- Brand preference of different patient types and reasons behind
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● Others

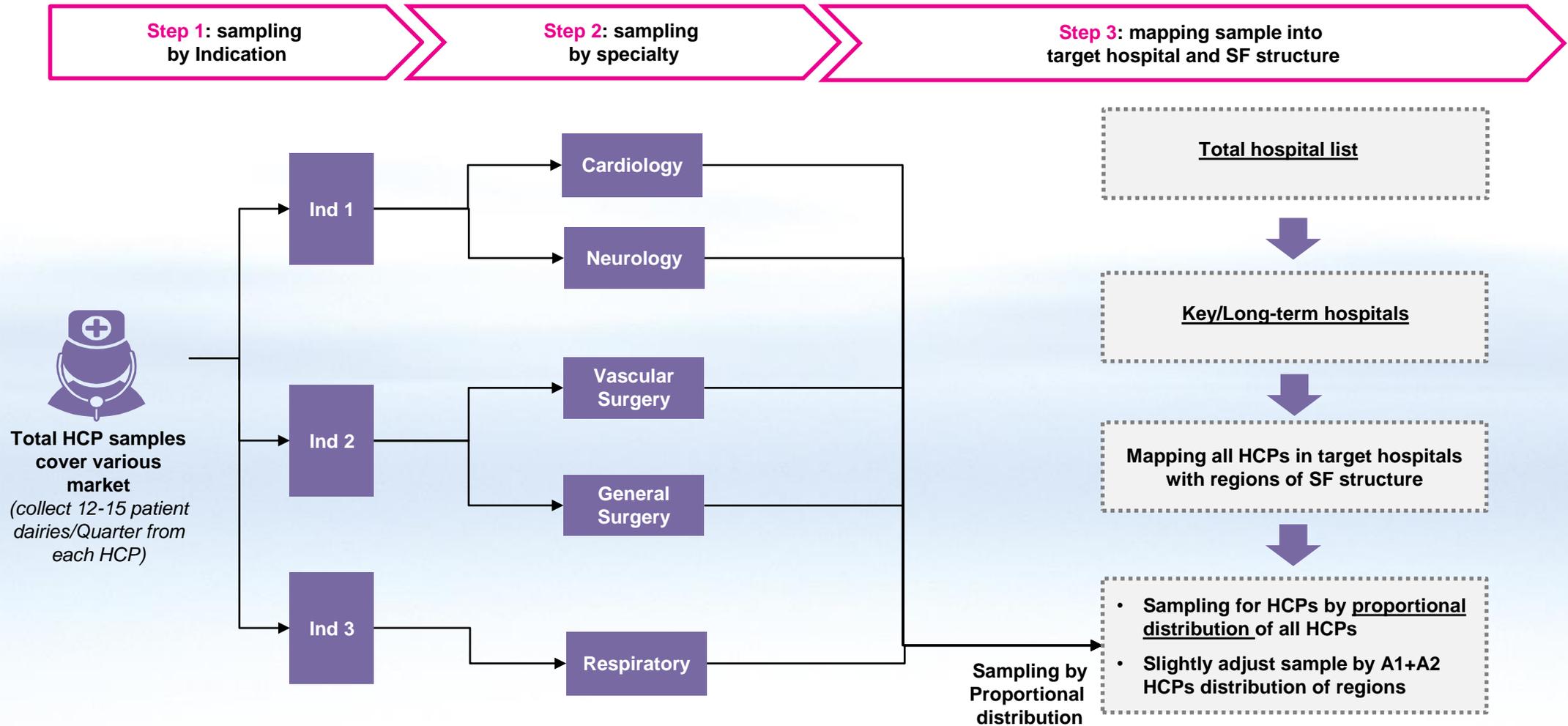
- Sales visit and market activities
- Key messages test
- Information channels
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3. Annual Comprehensive Analysis



Highly Valuable Marketing Insights

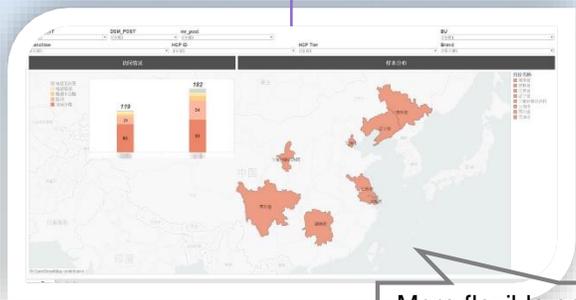
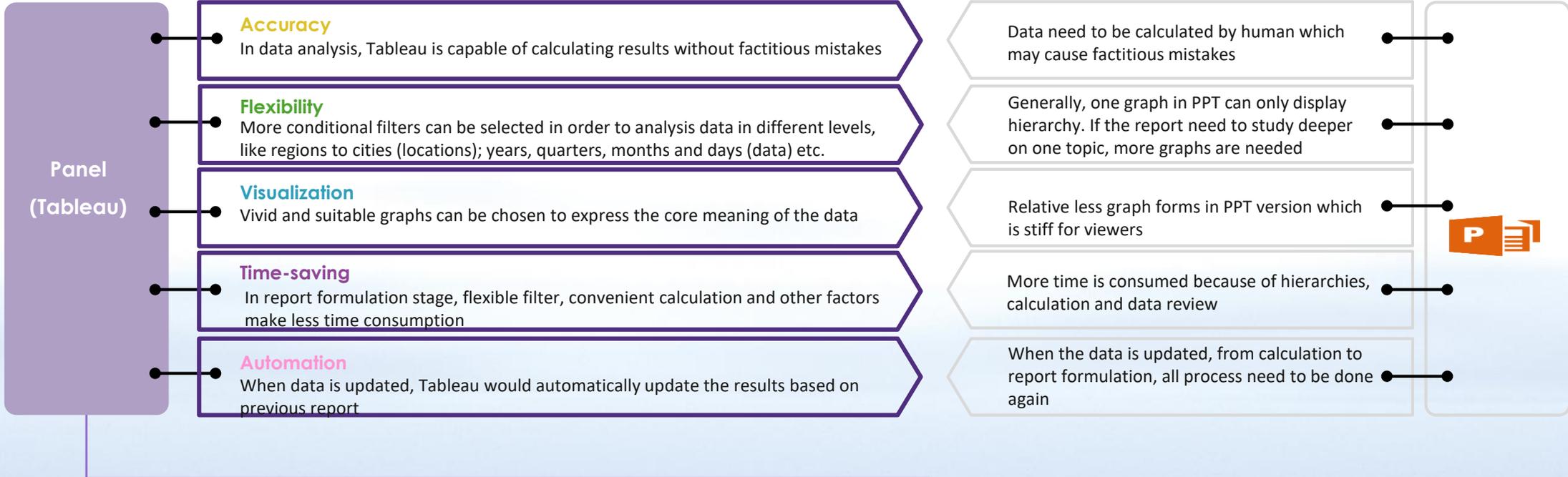
Annual Sample Design



Agenda

- Project Objective
- Project Methodology
- **Project Outcome**
 - **Quantitative stage**
 - Qualitative stage and annual analysis stage
- Contribution to Business

Data visualization method - Tableau



More flexible graphs can display the results in suitable way



More customized filters can easily achieve data breakdown analysis

Data analysis outcome

