

Clinical Value Analysis – Oncology

Measuring what you're trying to impact



What is Clinical Value?

Physicians prescribe one brand over another for the same reasons consumers buy –VALUE. Physicians perceive their choice is superior to all other available treatment options. Simply put, it is the physician's perceived clinical value of your brand versus competing brands that is the motivation driving the prescribing habit you are trying to impact.

So you can see why it is critical for marketers to understand what the clinical value dynamics are in the categories they compete.

The promotional dynamics of the pharmaceutical industry are unique and so is its definition of value. In pharma, clinical value is a function of Product Value (Efficacy vs. Risk) and Company Value (Programs and People) and the relationship between the two.

Clinical Value Analysis (CVA) describes which treatment options are preferred, WHY, to what extent and what is required to increase a brand's perceived clinical value at the actionable customer level.

For that reason we refer to Clinical Value Analysis as Actionable Customer Research.

Why is Clinical Value Critical to My Brand Plan?

The most obvious reason is that Clinical Value Analysis measures what your brand plan is trying to impact – the motivation driving the prescribing behavior. To grow your market share you have to increase your clinical value score and a Clinical Value Analysis Study provides you with a physician defined promotional roadmap to do just that.

From a tactical perspective a Clinical Value Analysis study provides insight into:

- The effectiveness of past promotional messages and programs – measuring their impact – answering the question: *"Do I continue?"*
- Where to focus your promotional effort – product value (if physician perception is out of sync with fact) or company (if physician perception about your brand is in sync)
- Forecasting - likelihood of key physician segments to increase prescribing
- What attributes/patient benefits/product advantages to focus on to ensure the clinical relevancy of your promotional message
- The CVA data is dynamic - facilitating the modeling of the impact of different promotional initiatives, their influence on the category's Clinical Value Profile and your market share

Strategic Questions Uniquely Answered by a Clinical Value Study

- (1) Perception of Promoted Product Features / Company People & Programs:
 - How do/will your brand's product features motivate prescribing behavior?
 - Is physician medical perception in sync with medical fact?
 - Do your people and programs provide you with a competitive advantage?
- (2) How Physicians Decide:
 - How do physicians select among competing brands in the category?
 - What are the key Efficacy /Benefit attributes and Price / Risk attributes?
 - Which clinical value criterion are increasing or decreasing in importance?
 - How does your brand perform against each key criterion?
 - How does the competition perform against each criterion and how does your brand compare to the competition?
 - How will the emergence of new clinical data impact prescribing?
- (3) Strategic Planning:
 - What is your brand's physician-perceived clinical value rating versus its competition?
 - What process will determine your brand's performance versus its competitors?
 - Who will your brand acquire / lose customer & market share from, or to?
 - How can your brand improve its clinical value rating versus the key competitors?
- (4) Actionable Physician Segments:
 - How does each physician segment size-up your brand head-to-head versus the competition?
 - How do these criteria differ by physician segment (Brand Loyal, Competitive Loyal, and Switchable, etc.)
 - What is the likelihood of your brand's prescribing volume to increase within each of the key Physician segments?
- (5) Return on Promotional Spend:
 - What would the return be behind any program/campaign to increase your brand's physician perceived clinical value?
 - Which physician segments will provide your brand with its revenues?

Clinical Value Analysis Features

- Defines attributes that determine Rx behavior – primary & secondary attributes
- Defines perceived comparative performance
- Identifies points of competitive attack/defense
- Measures perceived company clinical value
- Delivers a Physician defined promotional roadmap
- Forward looking data
- Dynamic data set – model the impact of new data or competitive promotional initiatives
- “What if” scenario planner
- CVA syndicated studies executed yearly
- Exportable to sales force
- Executed at actionable physician segment level
 - Value, Loyalty, Growth and Brand Opportunity Profiles
- Cost competitive with traditional anonymous market research – but more actionable

For More Information

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