



Case Study

HealthPrize significantly
raises brand market share
in only 11 weeks



OBJECTIVE

A leading prescription dermatology medication sought to not only engage patients and improve adherence, but also to expose prescribing physicians to a novel medication adherence program as a benefit to their patients. HealthPrize first conducted market research, strongly suggesting that physicians understand the critical role of adherence in clinical outcomes and would look favorably upon brands that offer effective adherence and patient support services, thereby increasing new script writing. The company then worked with one of its brand customers to prove this concept by having sales reps present the HealthPrize program to physicians in a real-world situation.

Approach

HealthPrize worked with the brand and agency partners to create a sales plan and a “tool kit” for the reps. The primary vehicle was a patient “starter kit,” which combined the brand’s co-pay card with an invitation to join the branded HealthPrize program. It was delivered to prescribing physician offices via the brand’s sales team. Physicians were invited to offer the starter kit to patients at the time of writing the medication prescription. HealthPrize also developed sales training materials, including a custom iPad demo with which reps could share the patient experience without requiring an Internet connection.

Armed with selling knowledge and tools, a select group of reps and their physicians were monitored over 11 weeks. An assessment of IMS data allowed for measurement of prescribing (NR_x) lift.

Conclusion

In the setting of multiple medication choices for prescribing physicians, the existence of a novel medication-adherence program “wrapped around” a medication can positively influence a physician’s view of the medication, given the widespread understanding that adherence is critical to clinical outcomes.

Results

Compared with other acne products tracked by IMS, and among the 810 prescribing physicians exposed to the program over the first 11 weeks, the brand’s market share rose by 2.3 percentage points, which represented a 14.6% overall increase in share. Not only did the brand’s market share increase naturally with physicians exposed to the program, but reps were given an innovative program that literally opened doors for them, as the following quote from a rep to her DM shows.

“I had a home run call with Dr. [x]. He is so hard to engage and impress, but [HealthPrize] did! It was unbelievable his engagement and excitement. He went on to say, ‘This is big, no one else is doing this.’ He gathered his staff and other doctor, and had me present again.”

– Sales rep for the brand



ABOUT HEALTHPRIZE

HealthPrize Technologies provides an innovative approach to addressing the problem of medication non-adherence with an online and mobile-based program that is fun, educational, and rewarding. The HealthPrize system leverages gaming dynamics, behavioral economics, and proven concepts from consumer marketing to maximize engagement while also using education to strengthen the intrinsic motivation required for long-term persistence to prescribed medications. For more information, visit www.HealthPrize.com and follow us on Twitter at [@HealthPrize](https://twitter.com/HealthPrize).