

PHARMACEUTICAL CASE STUDY

Growing pack prescriptions for an epinephrine auto-injector.

MMC used non-personal promotion to increase pack Rx among white space healthcare professionals (HCPs).

Challenge

Our client, a pharmaceutical and medical device manufacturer, needed to grow prescriptions of its epinephrine auto-injector packs. However, the market for this product was heavily dominated by a competitive brand, which was top-of-mind for prescribers and patients. This made it challenging for our client to gain traction and change prescribing behavior. But when the competitor started experiencing supply shortages, our client saw an opportunity to promote their product as a readily available alternative.

The client challenged MMC with increasing pack prescriptions among white space primary care providers, allergists, and pediatricians.

Solution

MMC developed a multichannel, non-personal promotion program using email, digital ads, web, direct mail, and phone to educate HCPs on our client's product. Our team created and executed messages that emphasized the product's unique features, as well as the ease of obtaining the product through a mail-order pharmacy and at a major drug store chain.

Results

MMC's non-personal promotion program generated a total of 71,909 pack prescriptions in 18 months. This was about 38,000 more packs than the client was able to generate in the 18 months before our program.

AT A GLANCE

COMPANY TYPE

Pharmaceutical manufacturer of an epinephrine auto-injector

TARGET AUDIENCE

Primary care providers, allergists, pediatricians

AUDIENCE SIZE

27,000

TIMELINE

18 months

RESULTS

+71K

Pack Rx grown during program

Are you having difficulty growing prescriptions among white space targets and/or struggling to develop an end-of-product lifecycle coverage plan?

See what MMC can do for you by calling **Stephanie Andacht** at **800-345-4662** for a free consultation.