



Case *Study*

Effective Alternative Sampling

*Understanding the impact of supplemental whitespace tactics
when coupled with the traditional sampling model.*



*Michael Milunec
Director, Patient Access Services
973-656-0011 ext. 2057
mike.milunec@qpharmacorp.com*

Introduction: This case study-based white paper provides an in-depth, metrics-based view into a direct mail and telesampling whitespace coverage program for a leading biotechnology company focused on developing products to treat rare inherited disorders. The client desired brand support to targeted physicians using a non-personal Business Reply Card (BRC) mailer followed up with call center pull-through support. This document will outline the following:

- The Challenge
- The QPharma Solution
- The Approach
- The Result
- The Conclusion

The Challenge

Merger and acquisition activity along with diminishing pipelines and a widespread patent cliff in the pharmaceutical industry have created massive layoffs of pharmaceutical sales representatives. Top Ten pharmaceutical companies such as J&J, Merck, AstraZeneca, Sanofi-Aventis, and Pfizer have laid off thousands of employees. In addition, state pharmaceutical gift bans, the Physician Payments Sunshine Act, and reduced physician payments from Medicare and Medicaid create other obstacles for pharmaceutical sales representatives to cope with. Furthermore, the effects of the economic downturn of several years ago are still felt today. As a result, pharmaceutical firms need alternate solutions for reaching their target audience.

“Drug sample means a unit of a prescription drug that is not intended to be sold and is intended to promote the sale of a drug,”- 21 CFR Part 203.3(i)

This specific biotech firm, experiencing sales force layoffs themselves, sought alternate means to boost prescriptions written for their brand by targeting low-decile, hard-to-see and no-see doctors. As detailed in 21 CFR Part 203.3 (i), “Drug sample means a unit of a prescription drug that is not intended to be sold and is intended to promote the sale of the drug.” Unfortunately, inconsistencies in practitioner universe data made targeting whitespace physicians without sales representatives a difficult task.

The QPharma Solution

To supplement the traditional sampling program executed by the remaining sales representatives, QPharma proposed a business reply card (BRC) program to a target list of lower-decile practitioners, including those who requested sales representatives not visit their office (“no-sees”), vacant territory, and whitespace locations. The BRC included additional branded literature, thus creating a sample request kit to be mailed to the practitioner. In addition, QPharma performed outbound follow up calls direct to the targeted practitioner offices that received the BRC mailing. The purpose of the follow up call was to reinforce the mailing and engage non-responders to complete their sample requests. QPharma worked with the biotech firm to design and review the BRC card

ensuring it met the requirements of the Prescription Drug Marketing Act. QPharma also validated, processed, and fulfilled all returned sample request forms, mailing the samples directly to the physician's office. Lastly, QPharma developed the call script, detailing the communicated follow up message and executed the telesampling program.

The Approach

The program was divided into two phases. The first phase complemented the direct mail campaign. QPharma contacted all viable targets, confirmed receipt of the sample request kits, delivered the client's branded message, and engaged the office to return the sample request forms. Practitioner offices that indicated they did not receive sample request kits were logged as such and sent an additional sample request kit. During the outreach follow-up efforts, QPharma identified that the client's original target list contained outdated and missing information, contributing to the initial low response rate. QPharma re-engaged targets that did not receive kits by updating the targets current address information, telephone number, and other contact information, delivering the client approved branded message, and resending the additional sample request kits.

A second phase engaged all unreachable contacts during phase one. These included physicians who were not available during phase one or were non-responsive to the initial outbound calling efforts.

QPharma provided the client with monthly reports indicating both summary and detail information pertaining to call activity. This information allowed QPharma to analyze and assess the data, as well as to provide recommendations for future marketing programs.

Overall, the program occurred as follows:

1. Client sent initial mass mailer
2. QPharma fulfilled sample requests
3. QPharma identified a poor response rate
4. QPharma proposed a telesampling program
5. QPharma initiated follow-up calls
6. QPharma identified target data issues
7. QPharma corrected target data issues
8. QPharma re-mailed targeted offers
9. QPharma continued phase one target calls and mailings using new data
10. QPharma made additional follow-up calls during phase two
11. QPharma performed program analysis, assessment, and recommendations

The Results

The client's target practitioner list consisted of 2,646 physicians. Initially, they mailed to all of these physicians and received 142 returned BRCs or 5.3% of the total BRCs mailed.

During the telesampling process, QPharma reached out to all targeted practitioners. As some practitioners were contacted twice, QPharma contacted 130% of the initial target list via call center pull-through.

As a result of the outbound calling efforts, 942 additional BRCs were mailed to the target list or 36% of the total customers.

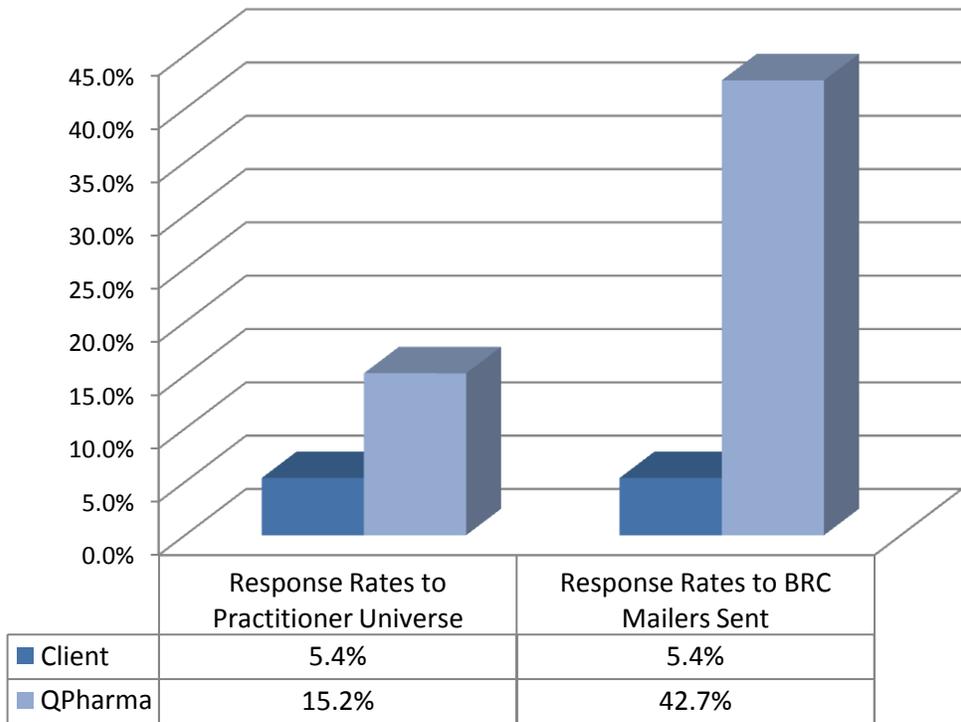
An additional 402 BRCs were returned because of the calling efforts or 15% of the total customers.

A combined 544 BRCs were returned based on the client and QPharma’s efforts or 21% of the total customers.

The Conclusion

QPharma’s telesampling efforts increased the sample request return rate by 183%, or 260 responses.

	Customer	QPharma	Total
Targeted Practitioner Universe	2,646	2,646	2,646
Practitioners Called	-	2,646	2,646
BRC Mailers Sent	2,646	942	3,588
Returned BRCs	142	402	544



To learn more about how whitespace and alternative sampling services from QPharma can enhance your market share, visit www.qpharmacorp.com/solutions.