

## Developing a Marketing Strategy for Mental Health

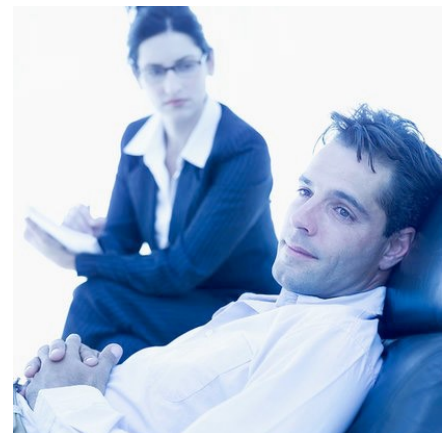
### Quantitative Modeling of Unmet Needs in Community Populations

In order to support the commercial development of a medication about to receive a new indication, our client needed to estimate the degree of unmet treatment need for a highly disabling mental health condition. Specifically, this entailed meeting two key research objectives. First, it was critical to identify those sufferers (both diagnosed and undiagnosed) who could most benefit from this advance. Once these groups were identified, a second objective was to determine an optimal communication strategy that suggested compelling ways of communicating with and the best ways of reaching these sufferers.

A critical challenge with this kind of research is the difficulty in establishing 'caseness' in community studies, given the 'grey' criteria that surround mental health disorder classification and the need to rely on brief questionnaires for lay administration rather than clinical evaluation (e.g., by a psychiatrist). In order to meet this challenge, Observant® team members leveraged their public health expertise and that of an independent leading academic epidemiologist to review the epidemiological underpinnings of the disorder and ensure that the ultimate data collection approach would yield the most accurate epidemiological estimates possible.

We conducted an internet-based survey with respondents recruited from the general population. The survey was designed to tap into key 'drivers' that may shape demand for the product, including symptom history and severity, comorbidities, treatment seeking behaviors, preferences for different communication channels, and general attitudes about mental illness and its treatment.

Data were analyzed using latent class segmentation modeling methods. The analysis yielded segments that were strongly differentiated and targetable. Statistical adjustments were made to ensure that



estimates of segment size were accurate given current epidemiological knowledge of the sufferer population. Once identified, these segments were prioritized along dimensions known to be critical for driving interest and willingness to act, and then segment-specific recommendations were generated for all high opportunity segments. Specific recommendations focused on a 'treatment cascade' which highlighted the flow of sufferers into the healthcare system and ultimately into an appropriate therapeutic regimen. Multiple work sessions and presentations with the client group ensured that the end-users were 'on-board' with the findings and our strategic recommendations. These recommendations directly enabled the team to adopt a focused DTC approach to marketing the product and to develop a staged marketing plan that prioritized high-value segments in the medium term.

For more information on Observant LLC's capabilities in mental health research or quantitative science, contact [info@observant.biz](mailto:info@observant.biz).