

Identifying Optimal Physician Positioning for a To-Be-Launched Insomnia Agent

Observant LLC helped a large pharmaceutical company determine the optimal positioning strategy for a novel therapy to treat insomnia. Developing a compelling positioning for this medication was challenging given that the treatment represented a new sub-class of therapy and therefore shared many similarities with currently available agents. Further, one of the market leaders was approaching patent expiration.

Several rounds of qualitative research identified four different potential positioning platforms. At this point, Observant LLC worked with the client's marketing team to determine the most appropriate method for identifying the optimal core positioning platform. A standard approach for conducting such research is to describe positioning options to physicians one-at-a-time and then ask them to rate each on dimensions such as credibility, uniqueness, motivating power, and other similar attributes.

Rather than employ this standard approach, Observant LLC utilized a methodology that offered several distinct advantages.

- *Real-world presentation.* Each positioning option was expanded into a full detail-aid. This presentation simulated the real world, where a positioning in the mind of the reader is developed from marketing materials, rather than a 'bald' positioning statement *per se*
- *Monadic design.* Each respondent viewed only one detail/positioning option. This approach removes any order bias (perceptions of positioning-options presented later are biased by exposure to earlier options), as well as biases that result when respondents explicitly compare options
- *Share allocation.* Using prescribing allocations as an outcome measure to address the concern that appeal ratings may not translate into prescribing intent

The results were well-received by the client. The winning positioning option was accepted by the marketing team and formed the basis for their physician promotion campaign.

For more information about Observant LLC's capabilities in the sleep market or our qualitative and quantitative methodologies, please contact info@observant.biz.

