

UNDERDEVELOPED BRAND

MAKES AN IMPACT ON THE OPIOID EPIDEMIC



HOW NEWRISTICS SPURRED THE UNPRECEDENTED REVENUE GROWTH FOR AN UNDERDEVELOPED PHARMA BRAND BY USING HEURISTIC BOLSTERED CLAIMS.

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BUSINESS SITUATION

- Brand X was an underdeveloped pharma brand approved to treat substance abuse and addiction.
- As the only non-addictive, non-narcotic treatment option available on the market while there is drug epidemic raging in the US, Brand X can and should have been more widely prescribed by physicians.
- Brand leadership was convinced that the clinical claims in the current label were not easily understood and appreciated by physicians and new Phase IV trials were needed to generate better clinical claims to help the product reach its true potential.
- The team was interested in identifying an optimal set of clinical claims (current and new) and wanted to quantify the upside in brand uptake resulting from optimization of claims.

SOLUTION

- AiGILE analyzed the current clinical claims against the dominant decision heuristics for addiction treatment category and found that many of the claims were not aligned with the dominant heuristics.
- AiGILE generated a large inventory of 100s of heuristics-based claims using only data that was currently in the label already.
- AiGILE also generated an inventory of HYPOTHESIZED clinical claims that would require additional trials, all based on dominant heuristics for the category.
- Claims were tested in a large quant market research study, which produced an optimal bundle of claims for the brand.

Age-adjusted drug overdose death rates, by sex: United States, 1999-2018



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RESULTS

Insights from winning messaging

- The winning claims did not require any new clinical trials; simply applying heuristics to current claims was transformative.
- Winning claims uncovered a deep insight about how HCPs approach treatment addiction – complete abstinence in a few patients is much more motivating than reduced dependence in lots of patients because HCPs view addiction as a binary problem.
- Specifically, two heuristics rose to the top in the winning claims – Dread Risk Bias and Zero Risk Bias
- Dread Risk Bias heuristic had strong motivational power because it reminded HCPs about the dread of losing a patient (even though rare) to addiction.
- Zero Risk Bias heuristic was also motivating and HCPs repeatedly preferred claims with total abstinence data even though the data was limited to some patient types or the separation from placebo was not huge.

Market Research Performance

- Heuristics-based messaging performed significantly better than the current messaging based on choice utility measures. (142 vs. 81, or 75% higher)

In-market Performance

- Optimized claims based on heuristics led to a period of unprecedented revenue growth of almost 30% CAGR for 5 years. The brand strategy and messaging changed completely as a result of the claims optimization work and management was able to make the business case for investing heavily behind the brand.

