

HOW TO CREATE **MAGIC** IN MESSAGING

**by expertly applying concepts
from behavioral science**

Lessons learned from analyzing winning message story flows
containing 1,000s of messages across 85+ pharma brands


newristics



HOW TO CREATE MAGIC IN MESSAGING USING BEHAVIORAL SCIENCE? —————

Behavioral science is a **3-time Nobel Prize-winning field** of research that offers a powerful tool for brand marketers to optimize customer messaging and make it magically more compelling!

Behavioral science is based on the underlying idea that humans make a majority of decisions in life using mental shortcuts that they have accumulated over time. Academic research around the world has discovered 660+ unique mental shortcuts that humans have been known to use to make everyday life decisions.

HCPs also rely on mental shortcuts to make treatment decisions across every disease state. These shortcuts are powerful drivers of behavior, often outweighing logic, data, or even clinical experience.

Brand marketers who can expertly address the right mental shortcuts of HCPs through carefully fine-tuned message story flows can create Magic in Messaging.





ABOUT THE ANALYSIS

Newristics presents the results of a large meta-analysis of winning message storyflows containing **1,000s of messages across 85+ brands** and shares data-backed insights on how to expertly combine behavioral science principles to create Magic in Messaging.

The analysis identified the Top 3 behavioral science techniques that most often resulted in magical message story flows for brands across disease states. Each technique explains how to combine messages written to two cognitive heuristics and biases to create story flows that HCPs find highly compelling.

Drawn from actual market research studies, the analysis goes beyond identifying effective behavioral science principles—it reveals how pairing the right ones together creates messaging that influences customer decisions.

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The analysis shows what actually works when talking to HCPs. It moves beyond guesswork and explains how smart message combinations can make your HCP messaging clearer, more engaging, and more likely to influence decisions.

In the pages ahead, you'll learn:

- How to apply behavioral science to create messaging that truly changes customer behavior
- The top 3 **Magic in Messaging** combinations—uncovered through 1,000s of message tests across 85+ pharma brands
- Real-world message examples drawn from **30+ disease states** and backed by feedback from **16,000+ HCPs**

For more on the science behind these insights, visit the Heuristic Science Institute—the #1 ranked website for heuristic information on Google.

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MAGIC IN MESSAGING TECHNIQUE

Anchoring Bias & Positive Outcome Bias

Address the long-standing anchors that shape HCP treatment habits in a disease state, then introduce new, optimistic data to inspire positive change.

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MAGIC IN MESSAGING TECHNIQUE

Complication Bias & Compromaxing

Highlight the practical barriers and treatment complexities HCPs face, then offer a compelling solution that shows all key benefits—without compromise.

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MAGIC IN MESSAGING TECHNIQUE

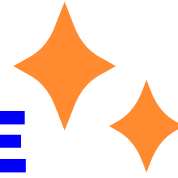
Certainty Effect & Projective Rule of Consistency

Lead with confident, data-backed results, then build trust by showing consistency across patient types and clinical scenarios.

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1

MAGIC IN MESSAGING TECHNIQUE

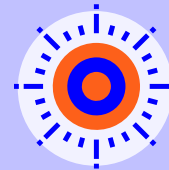


Leverage the long-standing treatment anchors that HCPs have relied on for years in a disease state, then introduce new data or outcomes that challenge these anchors and inspire optimism—creating a message journey that both acknowledges their experience and opens the door to positive change.

Combine messages written to Anchoring Bias and Positive Outcome Bias to create winning story flows.



**Anchoring
Bias**



**Positive
Outcome Bias**

1

ANCHORING BIAS & POSITIVE OUTCOME BIAS



WHAT IS ANCHORING BIAS?

The first time HCPs learn something about a disease state, they can get anchored into it for a long time and keep using old anchors for years or decades. Addressing these anchors in messaging can be very important, especially if the messaging needs to change customer behaviors.



WHAT IS POSITIVE OUTCOME BIAS?

HCPs can often make decisions based on unjustified hope and optimism. They think that their actions can make a bigger impact or have a more positive outcome than what data or history suggests.





WHY THE COMBINATION WORKS?

Combining messages written to Anchoring Bias and Positive Outcome Bias can create Magic in Messaging in two ways:

1. Building on the anchors that HCPs are already using can quickly resonate with them and lead to quality engagement.
2. If the long-term anchors are a barrier to your product adoption, then messages need to counter these well-established anchors without "fighting" the customer.

Once a connection with the customer has been made through Anchoring Bias, following up with a message based on Positive Outcome Bias delivers on hope and optimism, which both HCPs yearn for.

If the Anchoring Bias message helped set up a "lack of hope" in the disease state, then the Positive Outcome Bias message would really resonate with customers, thereby creating a magical pair of messages!

EXAMPLE FROM IMMUNO-ONCOLOGY

“

Response to immune checkpoint inhibitors can vary significantly across patients, driven by tumor type, genetic makeup, biomarkers, and demographics.

”

Anchoring Bias



Positive Outcome Bias

“

There is hope -- even when immune checkpoint inhibitors and chemotherapy fail -- PRODUCT X -- a novel tumor suppression therapy that targets IL-1 β to inhibit pro-tumor inflammation.

”

HOW THE MAGIC IS CREATED?

The anchor for chemotherapy is that it works on almost everyone, but not everyone wants it because of toxicity.

The anchor for immune checkpoint inhibitors is that while they are revolutionary, many patients don't respond and it is not easy to predict who will respond and who won't.

The positive outcome bias is being applied to hope and optimism about a new MOA, which can be highly appealing to oncologists even though in the past they have not necessarily seen major improvements in efficacy with new MOAs.

2

MAGIC IN MESSAGING TECHNIQUE



Start by showing the real-life challenges HCPs face with current treatments—like complexity, side effects, or effort. Then follow with a message that offers a simple, all-in-one solution that gives them everything they want, with no trade-offs.

Combine messages written to Complication Bias and Compromaxing heuristics to create winning story flows.



**Complication
Bias**



Compromaxing

2

COMPLICATION BIAS & COMPROMAXING

WHAT IS COMPLICATION BIAS?

Complication Bias makes HCPs prefer choices that are simpler, even though there are other better choices available. When they start using the rule of thumb that "simpler is better", HCPs can be at risk of making bad treatment decisions.



WHAT IS COMPROMAXING?

For many treatment decisions, HCPs are happy with "good enough" because either there is no time for greatness or the cost or complexity of achieving greatness is not worth it. For other decisions, though, HCPs use an "all or nothing" approach called Compromaxing and can even pass on very good options. Compromaxing = Maximum benefit, no compromise.



WHY THE COMBINATION WORKS?

Complication Bias is a perfect setup to deliver on Compromaxing in messaging. Most of the time, messages written to Compromaxing heuristic promise the customer that they can get multiple benefits or everything they want and nothing they don't.

Prior to delivering a Compromaxing-based message, Complication Bias can be used to set up the complexities involved in getting the best treatment outcomes and the compromises customers have to potentially make to get there.

Complication Bias can also be used very effectively after Compromaxing. The first message promises customers that they can get many/all of the benefits they want and the second message promises that getting everything doesn't have to be difficult.

EXAMPLE FROM **RHEUMATOID ARTHRITIS**

“

A large analysis of real-world patient registry data shows that 53% of rheumatoid arthritis patients discontinue injection-based biologics even though majority received injection training.

”

Complication Bias



Compromaxing

“

Rapid and sustained joint pain relief.
No injections - only one pill a day.
96% Tier 1 coverage by commercial plans.

”

HOW THE MAGIC IS CREATED?

While biologics are disease-modifying for RA, they are complicated for patients because they need to be injected once a week, injections need to be refrigerated, etc.



The Complication Bias message uses real-world evidence to point out the complications of starting AND maintaining patients on a biologic and the low adherence resulting from it.

After two decades of biologics already being on the market, switching patients to a newer one requires brands to message to Compromaxing. HCPs need to present a strong argument to patients to switch them out of an existing biologic to a new one.



The Compromaxing message delivers on efficacy, dosing and access together in a short message, checking all the boxes for HCPs.

3

MAGIC IN MESSAGING TECHNIQUE



Start with strong, data-backed results—like high patient response rates—to build confidence in efficacy. Then reinforce that confidence by showing the product performs consistently across different patient types.

Combine messages written to Certainty Effect and Projective Rule of Consistency heuristics to create winning story flows.



**Certainty
Effect**



**Projective Rule
of Consistency**

3 CERTAINTY EFFECT & PROJECTIVE RULE OF CONSISTENCY



WHAT IS CERTAINTY EFFECT?

HCPs are always seeking more certainty when making treatment decisions. The Certainty Effect is a cognitive bias that makes us prefer smaller, but certain benefits more than bigger benefits that have lower certainty.



WHAT IS PROJECTIVE RULE OF CONSISTENCY?

Rule of Consistency is a psychological phenomenon that compels many of us to maintain a consistent image of ourselves in front of others...otherwise, we just don't feel the same. Projective Rule of Consistency makes us prefer brands that project a consistent view of themselves over time because our mind equates consistency to quality.



WHY THE COMBINATION WORKS?

Applying Certainty Effect to efficacy messages is a powerful way to get HCPs to believe in your data and get them excited about the prospects of using your product in the future.

Certainty Effect is especially suitable for messages using endpoints based on patient response (% of patients, X in Y patients) data. Even if HCPs are not very familiar with the endpoint and don't use it in everyday clinical practice, a high patient response number can give them confidence about the efficacy they can expect.

Projective Rule of Consistency is ideally suited for patient type, dosing, pK/pD, and even MOA messages where there is an opportunity to highlight the consistency benefit of the product. For example, the drug works across all genotypes, maintains a therapeutic dose throughout the 24 hrs, etc.

EXAMPLE FROM **OBSESITY** ———

“

8 in 10 patients taking Product X were able to meet the dual goal of reaching normal A1c and losing 20% of body weight in 6 months.

”

Certainty Effect



Projective Rule Of Consistency

“

Patient cohorts with all major cardiovascular co-morbidities were included in the trial and a similar % of patients reached goals in each cohort.

”

HOW THE MAGIC IS CREATED?

8 in 10 patients getting any benefit in any disease state will feed Certainty Effect for HCPs because it gives them strong confidence that it will work and also they know that they won't have to deal with many exceptions to the rule!

Applying the 8 in 10 patient response rate to a "dual goal" builds even more certainty for HCPs, which trickles down to the patient conversations also.

Patients with CVD co-morbidities are most worrisome for HCPs and costly for health systems. Demonstrating that efficacy was consistent across all CVD patient types help build confidence above and beyond what Certainty Effect could do on its own.



The anchoring effect is a psychological phenomenon in which an individual's judgments or decisions are influenced by a reference point or "anchor" which can be completely irrelevant. Both numeric and non-numeric anchoring have been reported through research.

ABOUT NEWRISTICS

Newristics is the market leader in optimizing go-to-market communications for pharma brands.

Combining the power of behavioral science, machine learning analytics and databases, Newristics optimizes GTM communications for **Top 20/20** pharma companies and **200+** brands.

Interested in learning more about Newristics?
Reach out to **info@newristics.com** or visit
www.newristics.com




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