

# Win at Non-Personal Promotion

Six agile strategies to make your non-personal promotion efforts more effective right now!



# NPP Optimization

Share ideas on how to use science, technology and algorithms to make non-personal promotion for HCPs more effective.



## DECISION HEURISTICS SCIENCE

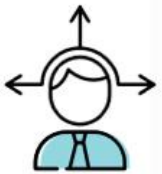
## MACHINE LEARNING ALGORITHMS

## AUTOMATION TECHNOLOGY

01

### SEGMENT

Attach heuristics to your existing behavioral segmentation



02

### CUSTOMIZE

Use heuristics to customize messaging to segments



03

### EXPERIMENT

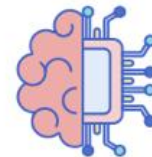
Use heuristics and AI to turbo charge experimentation



04

### TRAIN

Train ML algorithms to generate and predict



05

### AUTOMATE

Automate delivery, data collection and ROI measurement for NPP campaigns



06

### OPTIMIZE

Continuously fine tune content and delivery of NPP



## Problem

Most brands have a behavioral HCP segmentation, but ***less than 10-20%*** use it to successfully activate segments with customized messaging.

## Solution

Use heuristics to activate segment-based messaging



Segment customers based on their decision heuristics



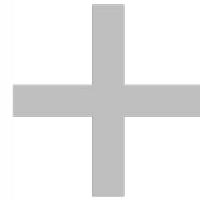
Create messages for each segment using heuristics

# Adding heuristics can make a behavioral segmentation immediately actionable for messaging.



## Behavioral Segmentation

Targets customers based on **WHAT** they are doing, but does not explain why or guide messaging



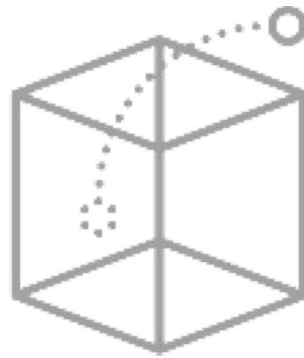
## Decision Heuristics

Messages to customers based on **WHY** they are behaving in a certain way

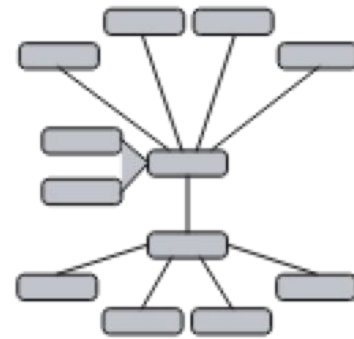
Dominant heuristics of each physician on the target list can be estimated using secondary data only.



Start with the target list and the data used to create the list



Add physician-level, patient level longitudinal Rx data and other relevant data



Apply “business rules” to the combined data - each rule detects the propensity of a specific heuristic



Assign heuristics to each physician based on the propensity scores

## Business Rule Examples

Here is an example of how business rules can be applied to secondary data to assign heuristics to each physician.

Heuristic	Secondary Data Used	Business Rule
<p data-bbox="304 610 675 757"><b>Rule of Consistency</b></p> <p data-bbox="204 828 780 1049">Humans feel the need to maintain a consistent image of themselves and will even repeat bad decisions to maintain an image they have established</p>	<ul data-bbox="952 606 1323 873" style="list-style-type: none"><li>• For each physician</li><li>• For each patient</li><li>• Brand/Class used<ul data-bbox="1054 746 1223 873" style="list-style-type: none"><li>• 1<sup>st</sup> line</li><li>• 2<sup>nd</sup> line</li><li>• 3<sup>rd</sup> line</li></ul></li></ul>	<ul data-bbox="1644 601 2196 1221" style="list-style-type: none"><li>• Analyze each physician on how consistently they treat their patients from 1<sup>st</sup> line to 3<sup>rd</sup> line of treatment</li><li>• Compare class/brand of drug used from 1<sup>st</sup> line to 3<sup>rd</sup> line of therapy for each patient in a physician's practice</li><li>• If 70+% patients in practice treated similarly, then propensity score for Rule of Consistency is High</li><li>•</li></ul>

### Top 3 Heuristics

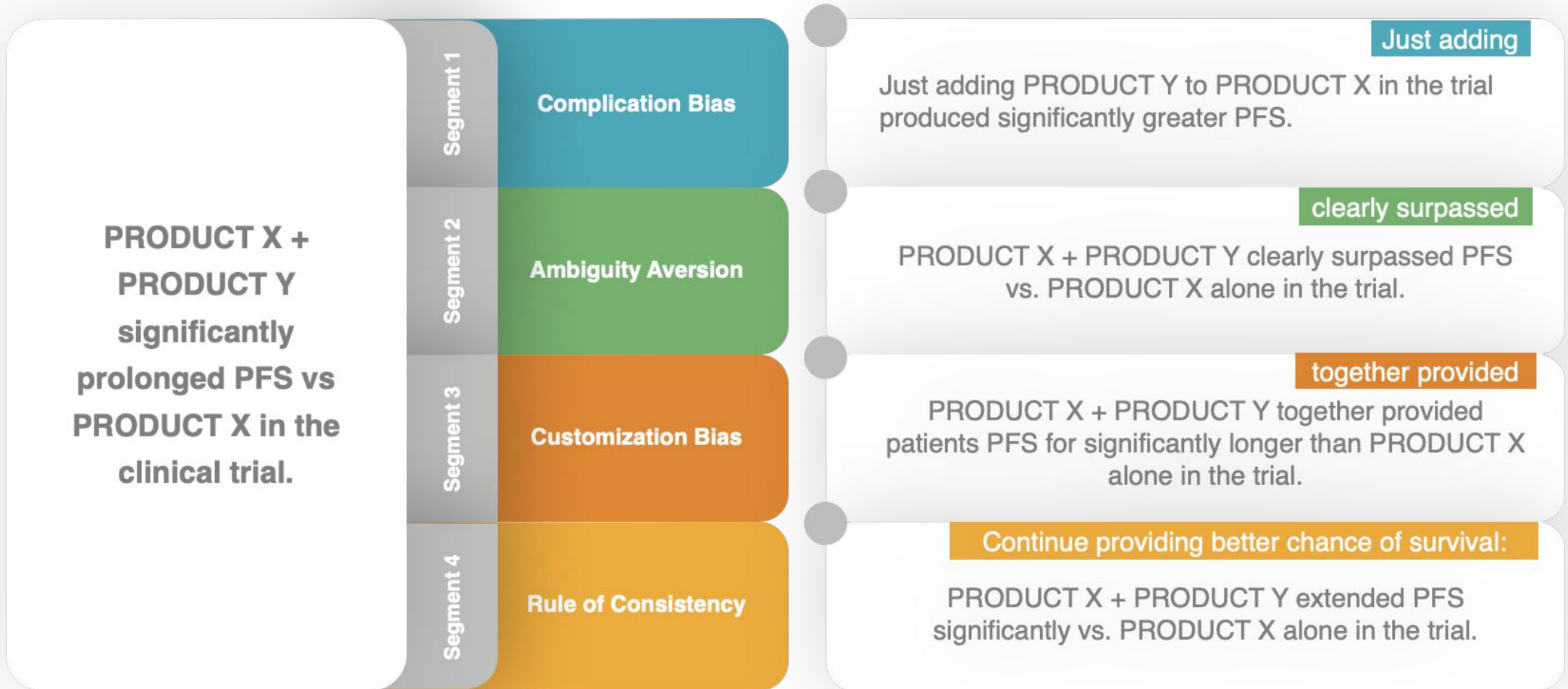
The end goal of the propensity scoring is to identify the top 3 heuristics for each physician on the target list.

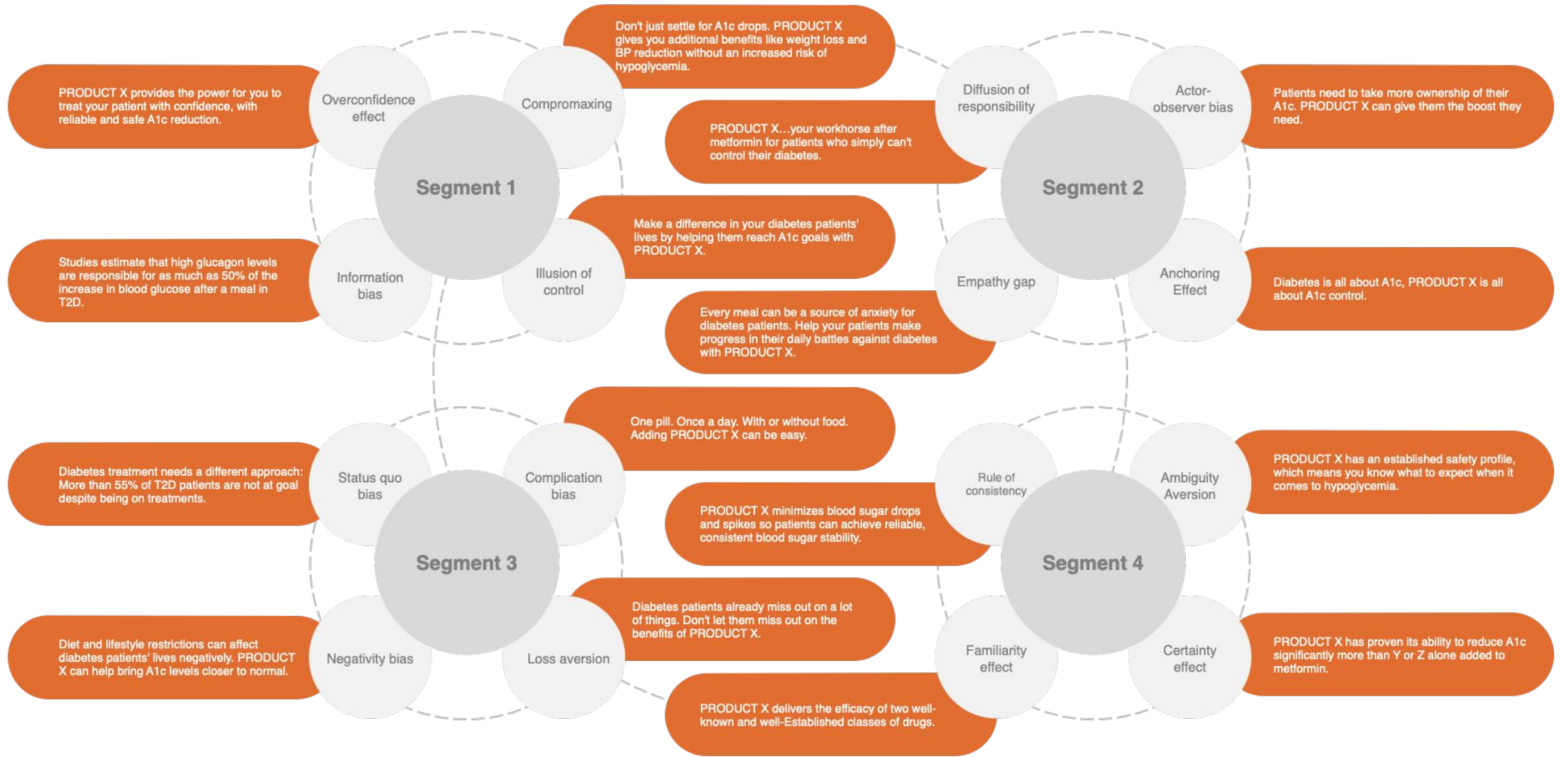
Segment	Physician	Heuristic 1	Heuristic 2	Heuristic 3	Heuristic 4	Heuristic 5	Heuristic 6
Behavioral Segment 1	Physician 1	✓			✓		✓
Behavioral Segment 1	Physician 2		✓		✓		
Behavioral Segment 1	Physician 3	✓	✓			✓	
Behavioral Segment 2	Physician 4			✓	✓		✓
Behavioral Segment 2	Physician 5	✓					
Behavioral Segment 2	Physician 6			✓		✓	
Behavioral Segment 3	Physician 7		✓		✓	✓	
Behavioral Segment 3	Physician 8						✓
Behavioral Segment 3	Physician 9			✓			



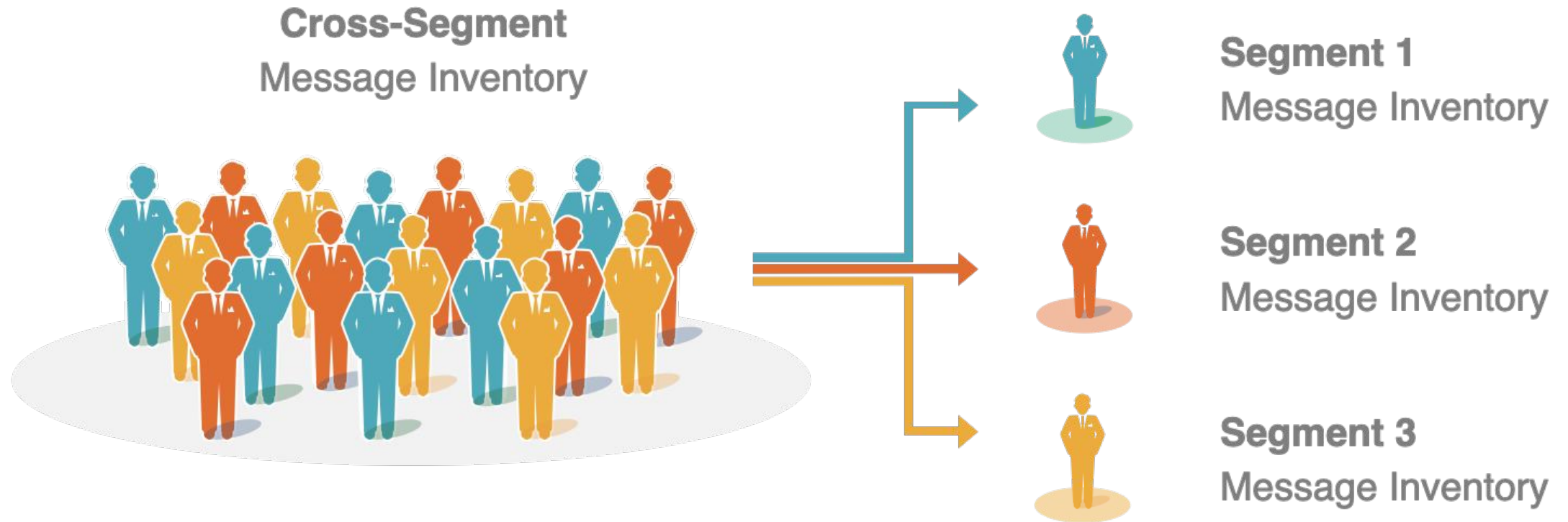
## Message Customization

Customized versions of messages can be created for each segment based on their heuristics.





Decision heuristics science can help you rapidly create message inventories for segment-based NPP customization.



# Use heuristics and AI to turbo charge NPP experiments.



**Use heuristics to conduct content experiments because the results of the experiment reveal the WHY automatically**



**Use AI to run executional experiments for email, display ads, video delivery, social media content, etc.**

## Section 1: E-mail Example

Displays 1 combination of the customizable alternatives for illustrative purposes.

<b>From:</b>	[Redacted]
<b>To:</b>	<recipient's e-mail address>
<b>Date:</b>	<automatically populated send date>
<b>Subject:</b>	[Have you tried this proven add-on therapy for your patients with MDD?]



### Alternate Subject Lines

Segment 1: Information Bias – Learn more about treating MDD

Segment 2: Empathy Gap – Your patients with major depression disorder need your help

Segment 3: Certainty Effect – A proven add-on therapy for patients with MDD

Segment 4: Incremental Decision Making – When your MDD patients need a proven add-on

Ad · [www.edwards.com/hypotension/management](http://www.edwards.com/hypotension/management) ▾ (800) 424-3278

## Intraoperative Hypotension | A Minute Can Mean a Life | Visit Edwards Lifesciences®

Clinicians: Understand the risks to avoid postoperative complications. Gain insight into managing hypotension to help you avoid complications.

Contact us to learn more.

### Hypotension Matters Video

Intraoperative hypotension risks  
Watch it online.

### Perfusion-Pressure & Flow

Illustrations.  
See the connections.

### Research Findings

What the studies show.  
Learn more.

### Clinical Education

Learn from clinical experts.  
Advance your knowledge.



Seg 1

### Intraoperative Hypotension | Making life and death decisions? | Edwards can help.

Clinicians: Postoperative complications can undermine the success of your procedure.  
Get ahead of intraoperative hypotension with Edwards Lifesciences.

**Illusion of Control**



Seg 2

### Not sure about Intraoperative Hypotension | Look to Edwards Lifesciences.

Clinicians: So much can be unknown about postoperative complications. Edwards can help manage the uncertainties of intraoperative hypotension.

**Ambiguity Aversion**

Newristics is the market leader in pharma messaging related services, including content development, market research, messaging analytics and more!

Combining the power of behavioral science and messaging AI, Newristics optimizes omni-channel messaging for Top 20 out of 20 pharma companies and 100s of pharma brands.

[www.Newristics.com](http://www.Newristics.com)

**About  
Newristics**



Newristics Is The Market Leader In Pharma Messaging-Related Services, Including Content Development, Market Research, Messaging Analytics, And More!

Combining The Power Of Behavioral Science And Messaging AI, Newristics Optimizes Omni-Channel Messaging For The Top 20 Out Of 20 Pharma Companies And 100s Of Pharma Brands.

[www.newristics.com](http://www.newristics.com)

[newristics.com](http://newristics.com)