



CASE STUDY

Message & CVA Testing for an In-Line Oncology Brand



Business Objective

ThinkGen's client was seeking an effective way to communicate clinical trial data that was regarded as "more of the same" to many treating physicians.

The ThinkGen Solution

Message testing to support the enhancement of a CVA is inherently an iterative process. Through a systematic process, ThinkGen executed a three-phased study:

PHASE 1: ThinkGen started the project with a Habit EngineeringSM phase to gain an understanding of the treatment habits of different groups of physicians based upon their existing habits, and identified key behavior change opportunities and leverage points. The key findings informed the messaging approach tested in the next phase.

PHASE 2: Next, ThinkGen executed a White Paper CVA testing phase to test the messaging approach. The research showed that all physicians needed to agree with three points before the new data was presented, to encourage them to consider the treatment for different patient types.

PHASE 3: Finally, there was an implementation phase during which real sales representatives presented to real physicians across the three different habit segments within a market research testing environment.

AT A GLANCE



Methodology

Qualitative; 1-hour individual depth interviews with physicians across three phases of market research



Stakeholders Recruited

Treating physicians; respondents were stratified into behavioral groups of interest to the client according to their stage of brand adoption



Countries

United States



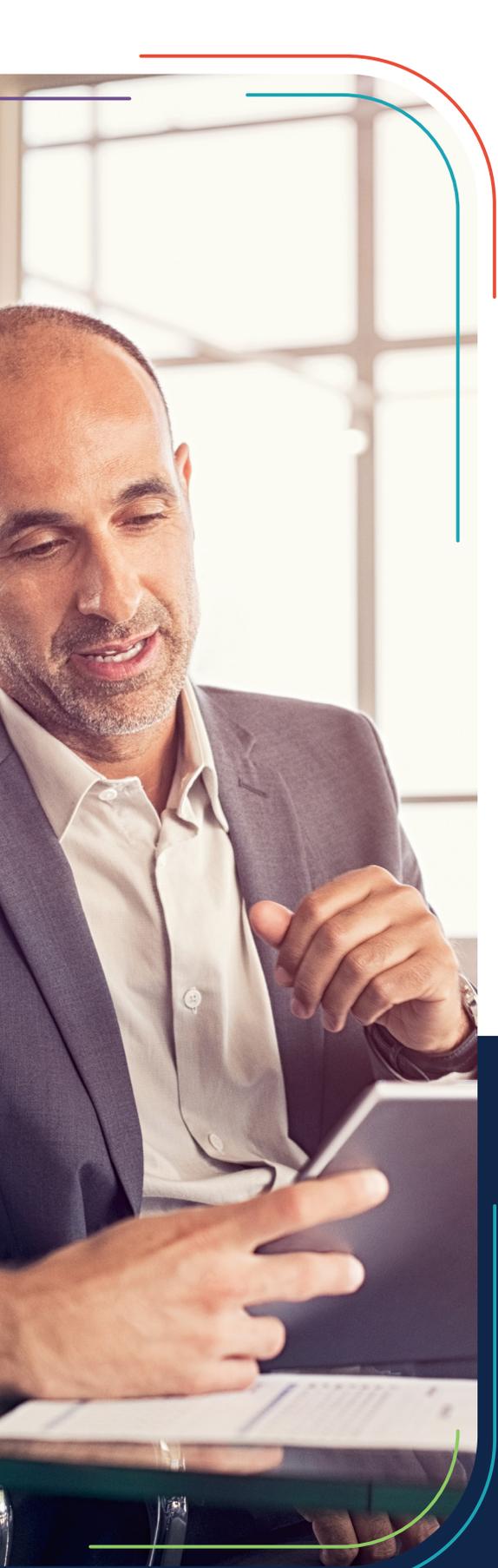
Therapeutic Area

Oncology



ThinkGen Client

Oncology Brand



Results

This three-pronged approach ensured the optimal message was one that sales representatives could articulate confidently and drive the habits of physicians. The sales representatives could see that leaving out one of the three critical alignment points caused presentation of the new data to flounder. They were also able to help troubleshoot visuals and smooth out the more cumbersome parts of the message using their real-world experience depending upon the stage of habit of the specific HCP.

During the rollout, it was helpful for other sales representatives to see that their colleagues were included in the market research, and that their perspective and input was integrated into the final core visual aid. **Ultimately, the insights from this market research project powered the launch of the new data across the different habit segments.** It turned out the data could be utilized differentially to get physicians to modify their view from “more of the same,” and to drive each type of physician to use it more habitually.

Summary

This market research project affirmed ThinkGen’s best practices for messaging research supporting the development of a core visual aid:

1. Conduct Habit EngineeringSM or Message EngineeringSM to understand underlying drivers of physician beliefs and behaviors, and how to stage the messages depending upon the provider’s current place in the AITU (Awareness, Interest, Trial, Usage) process
2. Build in the opportunity to iterate the story
3. Include “real” field sales representatives

By following these best practices, **ThinkGen provided actionable results** for the client.

