



NestEggz Survey Suggests **PATIENTS WHO SAVE ON PRESCRIPTIONS TAKE THEIR MEDICATION**

Almost 90% of cholesterol patients enrolled in NestEggz were found to take their medication daily, almost double the national average. NestEggz, a loyalty and relationship-marketing program for the pharmaceutical industry, was created by Nuvisio Corp.

The survey was conducted among a segment of

the 600,000 NestEggz users who were prescribed a cholesterol medication during a five-month period. The results are in sharp contrast to the national average, which indicate that dropout rates for cholesterol-lowering products are as high as 50% after three months, and approach 90% by the end of the first year.

The survey also shows that 98% of NestEggz participants requested follow-up offers, citing price as a significant motivator. Survey results revealed that 26% of the participants were lapsed patients who were motivated by the NestEggz program to re-engage in cholesterol therapy. Among these patients, 93% indicated

that they had taken the medication at least 26 of the past 30 days.

"Our survey findings validate the NestEggz concept," says Jason Eisner, VP of business development of Nuvisio. "The combination of education and savings packaged in an opt-in customer relationship program, does indeed motivate patients to stay on their prescribed medication and to stay healthy."

The NestEggz program works by motivating, educating, and supporting patients to stay on their prescribed medication. The program's print-at-home coupons can be used at 55,000 retail pharmacies nationwide. Patients who opt-in to NestEggz may receive follow-up educational information, reminders, and offers from the sponsoring manufacturers, which may feature free trial samples, electronic rebates, or hurdle-rate programs (savings provided after a multiple of refills are filled).

Pharmaceutical **PACKAGING MARKET EXPECTED TO GROW**

A report by Drug & Market Development Publications predicts that pharmaceutical companies will place more significance on the packaging of their products to effectively position them within the industry, remain competitive, and increase the viability of the products.

Key trends affecting packaging include: an aging population; focus on decreasing medication errors; increasing number of biological drugs; intensified competition and consolidation in the pharmaceutical industry; international harmonization and increased regulatory scrutiny; and changes in U.S. Medicare reimbursement.

The complexity of packaging design is expected to increase throughout the decade due to new forces that are pressuring packagers for additional safety and compliance features; expanded regulatory reporting and documentation; and cost-effectiveness. New end-user needs, legislation and regula-

tions, and the intensely competitive pharmaceutical industry environment have intensified the pressure. Later in the decade, as pharmaceutical companies begin to create personalized drugs for use by smaller

population segments, packaging companies will be challenged to respond, perhaps by providing highly specialized packaging systems in smaller quantities.

According to the report, the \$15 billion worldwide pharmaceutical packaging industry has historically delivered slow growth. Throughout the decade, however, changes in the types of drugs and their concomitant packaging requirements will offer new opportunities for expansion. Opportunities will include containers and components made of

new materials; coatings; packaging systems that improve compliance and reduce errors such as blister packs; total biological formulation/packaging solutions; and combined diagnostic/drug packaging. Also expected is increasing consolidation to create more global packaging companies that are capable of delivering both low-cost worldwide packaging as well as niche market drug packaging that will be needed for future pharmacogenomic generated biological products.

Study Links **PATIENTS' INABILITY TO UNDERSTAND MEDICAL INFORMATION** To Poor Health Outcomes

More than 75% of patients, physicians, and pharmacists say the inability to understand information about prescription medications contributes to poor health outcomes, according to survey results from RoperASW. One-third of patients and two-thirds of physicians polled say they know of someone who has had health problems because they did not understand how to take a prescription medication correctly. This limited understanding, referred to as low health literacy, affects the health of 90 million Americans and is estimated to cost the healthcare system tens of billions of dollars annually.



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MEDICATION COMPLIANCE STATS

- ▶ Among the elderly, **40%** of patients taking cholesterol medications are nonadherent after three months, and **56%** are nonadherent after six months — *Journal of American Medical Association*
- ▶ **10%** to **20%** of initial prescriptions are never filled and **30%** to **85%** of patients do not get their refills. Non-compliance contributes to more than 125,000 deaths annually in the U.S. and **10%** to **25%** of hospital and nursing home admissions — Consumer Health Information Corp.
- ▶ **22%** of patients did not fill at least one prescription during the previous year because of cost; **14%** also reported taking a prescription drug in smaller doses, and **16%** reported taking medication less frequently to save money — Harris Interactive.

Results of the survey, conducted on behalf of Pfizer Inc., also show that two-thirds of physicians and pharmacists regularly or occasionally encounter patients who don't understand their prescription medication instructions. Nine of 10 physicians and pharmacists say most patients have had an experience in which they thought they understood instructions regarding prescription medication, but later had trouble remembering or knowing what they should do.

"When it comes to medical information, one size doesn't fit all," says Dr. James Curran, from the Rollins School of Public Health of Emory University. "Medical language often comes across as jargon to the lay person. We need to continue to look for ways to present health information in a way that is clear to the patient, relevant to his or her individual needs, and culturally sensitive."

Low health literacy can have an impact on anyone, regardless of age, race, education, or income level. Patients who have difficulty understanding health information, however, are at a higher risk for poor health outcomes. Research shows these patients make more mistakes with their medicines and are less able to comply with treatment. Patients who have difficulty reading are at a 52% higher risk for hospitalization.

"Our business is to develop innovative medicines, and we recognize our obligation to make information about those medicines and the diseases they treat easier for patients to understand," says Barbara DeBuono, M.D., MPH, senior medical director of public health at Pfizer. "It is the responsibility of everyone involved in healthcare to offer medical information to patients in a way that is clear, understandable, and truly accessible."

Many patients feel intimidated or vulnerable in a medical setting often inhibiting their ability to admit they may not understand the information provided by their healthcare professionals. This may lead to patients' lack of compliance with physician instructions or not seeking medical care altogether and, ultimately, negative health outcomes.

In the RoperASW survey, 79% of patients polled say that "other people" have felt awkward communicating their lack of understanding with medical professionals, while only 14% of patients say they have felt awkward admitting that they did not understand healthcare information. This "transfer of blame" may be a sign of the shame many patients feel in admitting that they need help with understanding healthcare information.

Ultimately, if patients are able to increase their understanding of health information, experts believe that there will be many benefits including: better health outcomes, better provider/patient relationships, improved preventive care, and cost savings to the healthcare system.

The RoperASW telephone survey was commissioned by Pfizer and is a representative sample of 666 patients, 150 primary-care physicians, and 151 pharmacists. Patients were defined as adults 18 years old or older taking a prescription medication and who had seen a physician in the past six months who had prescribed medication.

AFRICAN-AMERICAN HEALTHCARE in the Spotlight

The healthcare industry has been paying particular attention to the specialized healthcare needs of the African-American population. One recent initiative is a survey of African-American views on DTC advertising.

A survey has found that direct-to-consumer ads empower African-American patients by building awareness of medical conditions that impact them and by motivating them to seek medical treatment. The survey of African-American patients and their views on DTC advertising of prescription drugs was partially funded by the Coshar Foundation and an unrestricted educational grant from Pfizer Inc. as part of an ongoing research effort into the physician/patient relationship.

The patient survey was conducted by practicing African-American physicians from across the U.S. and is based on more than 1,000 patient interviews conducted in physician offices. Each physician was given a brief questionnaire about the role DTC may have played in the surveyed patient's visit.

SURVEY OF AFRICAN-AMERICAN PATIENTS REVEALS DTC WORKS

▶ **58%** of physicians discuss specific medication with their patients, yet only **29%** prescribe the requested medication

▶ **50%** of patients seek additional health information because of DTC ads

▶ **48%** of patients reported DTC ads help them make better decisions and/or keep them more informed about their health

▶ **23%** of patients state they are more likely to take the prescription if they see or hear it advertised

▶ **6%** of patients make appointments with their physicians after seeing or hearing DTC ads

ONLINE ADVERTISING SHOWN TO BE COST EFFECTIVE to Driving Incremental Sales for Prescription Drugs

A case study conducted on behalf of a prescription allergy drug brand has revealed that while television was the biggest driver of incremental sales due to the mix of budget allocated to the medium, online advertising was the most cost-effective advertising

medium at driving incremental sales. The Media Mix Modeling Case Study, which was commissioned by DoubleClick Inc. and conducted by the research division of Beyond Interactive, used econometric modeling to determine the relative impact that marketing activities have on incremental sales. Weekly marketing and sales data over five quarters for this major pharmaceutical brand were examined.

The model attributes 78% of the allergy drug prescriptions to baseline sales and seasonality. The incremental 22% is attributed to marketing activity, comprised of television (12%), detailing or calls on doctors (6%), print (3%), and online (1%).

The model revealed that print advertising was almost twice as effective as television in driving incremental sales for this allergy drug, while online advertising was more than three times more effective than television at driving incremental sales. In examining the relative responsiveness of each medium, television makes up 85% of total impressions, yet drives 73% of media-driven prescriptions, whereas online advertising accounts for only 3% of total impressions, yet drives 7% of media-driven prescriptions.

Print and online advertising also were more cost effective than television advertising for this allergy drug. Despite higher cost per thousand impressions than either television or print, due to the targeted media purchased, online was more efficient at driving incremental prescriptions. The relative cost per incremental prescription generated from television advertising was almost 30% higher than print and 50% higher than online. Print advertising was almost 20% higher than online on a relative cost per incremental prescription.

Media mix modeling enables companies to simulate the impact of alternate marketing allocation scenarios. Using the model developed for this allergy drug, if the television budget was decreased by 3.1% and online was increased by 50%, with the same dollar total, prescriptions would have increased by 0.1% over the five quarters analyzed.

CRM TOOLS Cultivate Long-Term Relationships

In light of challenges facing the pharmaceutical industry, a new report from Cutting Edge Information has found that forward-thinking executives are forging a new path toward continued growth by maximizing each customer's lifetime value to a company. This thinking de-emphasizes pharma's traditional product focus in favor of long-term relationships with the industry's customers — and extends the role of marketing past initial brand recognition and customer acquisition to one that drives ongoing customer dialog, conversion, and retention.

According to the report, Lifetime Customer Value in the Pharmaceutical Industry, Web-based tools that enable direct patient communication encourage pharma companies to build long-term, lucrative relationships with consumers.

Metrics and business practices from companies such as Pfizer, Merck, Aventis, GlaxoSmithKline, Bristol-Myers Squibb, Novartis, and Eli Lilly & Co., were gathered to form this report. The companies were found to employ disease management programs, e-health tools, and emerging CRM technologies to drive brand awareness and encourage compliance.

Five principles uncovered in the study include: build customer relationships through disease-management programs; cultivate relationships with non-patient customers via health-management tools and educational resources; provide medical resources to develop nonsales relationships with physicians; build customer-focused corporate culture; and launch and measure lifetime customer value capabilities.

The report also found that disease-management programs position companies to learn more about patients, drive compliance, and ultimately build long-term consumer relationships.

"In the three-year period ending in 2001, customer management spending increased by more than 200% across all industries," says Jason Richardson, president of Cutting Edge Information. "To maximize each customer's lifetime value, pharma companies refocus their corporate priorities. Industry leaders now exchange product-first thinking for customer-focused thinking — on strategic, cultural, and tactical levels."

NEED TO SHARE PATIENT DATA Spurs Implementation of Electronic Health Records

Motivations for implementing electronic health records have risen substantially in the past four years, according to a study compiled by Medical Records Institute and sponsored by Snomed International. The need to share patient data was cited by 75% of those surveyed as the primary management/administrative motivating factor, and by 90% of respondents as the top clinical motivating factor for implementing electronic health records. Improving patient care and safety, reducing costs, and meeting legal/regulatory requirements also were key motivators for electronic health records adoption.

"The driving forces to implement electronic health records have shown broad and steady growth over the last four years as healthcare providers seek to integrate clinical viewpoints and facilitate the sharing of patient data," says Jeff Blair, VP of Medical Records Institute. "As a result, providers are turning to more advanced clinical applications and services in their search for the right electronic health record solution."

The fourth annual survey of electronic health record trends and usage also found that electronic health record applications with the greatest opportunity for growth are physician order entry forms

with clinical decision support, clinical data repositories that also support clinical codes, and clinical data repositories that also support clinical images. The number of respondents using basic repository capabilities of storing data, text, and reimbursement codes is projected to grow from 37% to 67% during the next four years.

The survey analyzes responses from 761 health-care providers in three major categories — IT managers and analysts, physicians and nurses, and non-IT management. More than half the respondents work

THE NEED TO SHARE PATIENT DATA

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in hospitals, with the remaining employed in ambulatory settings and integrated health-delivery service organizations; 90% of respondents have some role in the electronic health record decision-making process.

Additional key findings include strong growth projections for Web-based electronic health record applications and e-mail services, as well as mobile applications and a major shift in growth opportunities in mobile health solutions, with order entry replacing Internet access as the most widely used application.

Follow up

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MEDICAL RECORDS INSTITUTE, Newton, Mass., is committed to promoting the development and acceptance of electronic healthcare, and has pursued this mission on a national and international basis by hosting educational programs.

For more information, visit medrecinst.com.

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