

# Case Study: COPD/Respiratory



## Rx EDGE programs educate consumers about respiratory conditions and help to raise awareness concerning risk factors



### SUMMARY

Rx EDGE information dispensers, placed at the pharmacy shelf near OTC products, have given numerous respiratory-focused brands unique access to patients they may not have otherwise reached using other media forms. The take-one inserts within the dispensers provided for a full range of educational content including disease management information, product details, trial offers, and risk assessment communications.



### OBJECTIVES

Therapeutic categories: COPD, Asthma, Allergy

- Stimulate brand awareness
- Acquire base of new patient starts
- Grow market share
- Raise disease awareness
- Promote productive patient doctor discussion



### BACKGROUND

Communication strategies included:

- Delivery of rebate offers, co-pay incentives
- Conveying critical product information

### The retail pharmacy and COPD connection

#### COPD affects more women than men in the U.S.<sup>1</sup>

Women represent two-thirds of all shoppers in the Food/ Drug/Mass channels and make most of the purchase decisions related to healthcare.<sup>2</sup> They take the time to read health-oriented materials and identify with the targeted messages that can be delivered via Rx EDGE programs in the aisles of the pharmacy.



#### Most cases of COPD in the U.S. occur in adults 55 and older<sup>1</sup>

The 50+ age segment accounts for two-thirds of all over-the-counter purchases and seven out of ten prescription purchases.<sup>2</sup> Within this segment, those 65 and older are highly accessible in the retail environment. They spend more time in the store and are also frequent shoppers, making on average 15% more trips in a year than younger generations.<sup>3</sup>



#### Retail is playing an ever-increasing role in healthcare

New services and an emphasis on wellness are transforming retail pharmacies into healthcare destinations. As they offer everything from cholesterol screenings to health fairs, brick-and mortar establishments are succeeding in getting more people into their stores and becoming identified with healthy living.



#### The pharmacist is accessible and knowledgeable

The pharmacist has the ability to play a key role in medication and disease management interventions that can improve outcomes. Forward-thinking retailers are building comprehensive pharmacist-focused programs for multiple chronic conditions.



- Providing self-care advice and a guide for living with COPD
- Helping patients learn more about condition
- Communicating differences among available treatments



Current and prospective COPD patients and those with concomitant conditions are frequent shoppers in the OTC aisles. Cold and Cough products, often turned to for initial relief of symptoms, are the #1 best-selling OTC category.<sup>4</sup> COPD patients with other conditions such as diabetes and osteoarthritis make frequent trips to find the products they require. Diabetic patients spend two to three times more in their local drug store than those without the disease and typically shop numerous sections for their needs.<sup>5</sup> Osteoarthritis sufferers purchase multiple solutions across internal analgesics, external rubs, heat/ice therapy and body support devices---all found in the retail pharmacy.<sup>6</sup>



Across the participating brands in the COPD, Asthma and Allergy categories, the average lift in script volume in test vs. control markets was 5.6%. A strong ROI was also achieved, with an average return of \$7.03.

**The pharmacy and Rx EDGE are constant in consumers lives. No other media has their attention the way we do in the moments that matter most.**

SOURCES: 1. COPD.com 2. The Forbes Connection Report 2011-2012 OTC/Health 3. Nielsen Study "Mining the U.S. Generation Gaps" March 2012 4. SymphonyIRI Group for 52 weeks ended 12/25/11 5. American Diabetes Association 6. Thermionics Corp. research



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