

Migraine brand harnesses the power of the pharmacy channel to boost brand volume

Rx EDGE strategic targeting capabilities play a crucial role in program success



SUMMARY

Insight EDGE™ targeting tools formed a strong foundation for a Migraine product's Rx EDGE program. The best stores and the best placement option within those stores was determined by using OTC migraine sales data cross-matched with stores ranked by high combined indices for the triptan category. This strategy led to excellent results, with a measurable lift in prescription volume and a strong return on investment.



OBJECTIVES

Since the brand was near its patent expiration, a key overarching goal was to prolong the brand lifecycle and acquire new patients. Specific strategies in support of that goal included:

1. Delivery of condition-specific educational information: symptoms, causes
2. Providing tips for discussions with the doctor
3. Promoting a free migraine-tracking app
4. Offering prescription savings via a co-pay card



BACKGROUND

The "treatment progression" often begins in the aisles of the pharmacy – when experiencing symptoms, many consumers head there first in search of remedies. This makes the OTC section an ideal place to educate potential patients about Rx products. They take notice, and they take action.

This is certainly true in the Migraine category, where people are looking for fast relief from their often-debilitating symptoms. Many sufferers, who may not yet have been diagnosed, will try OTC treatments before going to a doctor and seeking a prescription treatment option.



The Migraine brand found a receptive audience by placing its dispenser near OTC products, like Excedrin® Migraine® and Advil® Migraine, which most directly correlated with symptoms. The dispenser “shouter” delivered a direct message to OTC users, asking them if it was time to talk to a doctor about an Rx treatment option. Take-one booklets helped people understand more about migraines and about the brand and how it worked.



Results were measured through the use of matched-panel research with a test vs. control methodology. The program had a demonstrable impact on Rx volume and delivered an impressive ROI.

ROI* **\$6.34**

Prescription Volume Lift** **6.5%**

* Patient Value ROI calculated using prescription lift data and client-supplied or RED BOOK™ pricing data
** Matched-panel research conducted 2015-2016 by Retail Intelligence Inc. Difference in test vs. control averages TRx

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.



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