

Case Study: New Products



Harnessing the power of the pharmacy channel in product launch efforts

Products get off to a faster start by capturing consumer attention in pharmacy aisles



The Rx EDGE program has played a significant role in numerous product launch campaigns. This case study focuses on recent introductory efforts for brands in four different categories – Irritable Bowel Syndrome, Overactive Bladder, Acne, and Opioid-Induced Constipation – where Rx EDGE launch efforts boosted Rx script volume by a combined average of 9.2%



While brand-specific objectives varied, the four brands had some key goals in common:

1. Create awareness early in the product lifecycle
2. Educate prospective patients about the disease state and help them identify symptoms
3. Integrate messaging with other elements of the marketing mix
4. Drive patient acquisition among a targeted, relevant audience



The treatment progression often begins in the aisles of the pharmacy – when experiencing symptoms, many consumers head there first in search of remedies.

Rx EDGE programs address multiple product launch objectives

Create awareness early in product lifecycle	Timing flexibility allows consumer outreach to begin in the pre-launch or early-launch stage
Reach the right prospective patient	Using the Insight EDGE™ targeting platform ensures that messages reach the intended audience
Educate consumers about the disease state	User-friendly booklets are an excellent format for explaining important details about products and conditions
Provide incentives to facilitate patient action	Savings and trial offers are easily delivered in Rx EDGE programs
Leverage pharmacy's value as a point of care destination	The pharmacist, a key healthcare provider, is nearby to answer questions
Track and measure results	Through the use of matched-panel research, total script volume and new script volume is reliably measured
Generate sales at an effective rate of return	The sales lift data for each program cycle can be converted into the manufacturer's incremental revenue for a complete ROI analysis
Integrate with other elements of the marketing mix	Rx EDGE extends the reach and value of launch campaigns and reinforces key messages



This makes the OTC and personalcare sections the ideal place to educate potential patients about new Rx products and the conditions they treat, as well as draw attention to new formulations. During this Mindset Moment[®], people take notice and they take action.



Rx EDGE dispensers were installed near products that most directly correlated with symptoms related to the respective conditions:

New Product Category	Store Section
Irritable Bowel Syndrome	Laxatives
Overactive Bladder	Adult Incontinence Products
Acne	Topical Acne Products
Opioid-Induced Constipation	Laxatives



The pharmacy channel proved to be an excellent “launch-pad” for the introductory campaigns, with increases in script volume achieved across the four brands:

New Product Category	Average Script Lift*
Irritable Bowel Syndrome	6.0%
Overactive Bladder	7.2%
Acne	11.2%
Opioid-Induced Constipation	12.4%

*Based on 2015-2016 matched-panel research conducted by Retail Intelligence, Inc.

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.



For more information, contact
 Kathleen Bonetti at 847.879.6036
 or kathleen.bonetti@rx-edge.com
rxedge.com