



CASE STUDY

Fall of the Patent Wall

**Global Life Sciences firm went fully digital to address
Patent expiry challenge for a gold-standard drug**

About the Industry Partner

Our Industry Partner is one of the largest pharmaceutical companies in the world, providing **healthcare solutions across 170 countries and 5 major therapy areas** including **diabetes, cardiovascular, oncology, immunology and specialty care**.

One of its **best selling drug**-Clopidogrel (an anti thrombotic which is used for secondary prevention of atherosclerotic events in recent myocardial infarction, stroke or established peripheral arterial diseases and acute coronary syndrome) **lost its patent exclusivity**.

This report discusses the planning and implementation of a comprehensive digital strategy to **minimize the impact of revenue loss & maintain profitability**.

Business Challenge

The company suffered a huge blow to its revenue & profits after losing market dominance to low-cost generics due to the patent expiry of Clopidogrel, its gold-standard clot-buster in the absence of a devoted sales team.

Target Audience



Interventional &
Clinical Cardiologists



Neurologists



Consulting Physicians

Marketing Objectives Identified



Acquisition

- Reduce dissonance in lost customer base through digital connect.
- Brand Switch from Aspirin & Ticagrelor.
- Increase brand awareness & recognition.



Retention

- Improve customer stickiness & loyalty by consistent HCP engagement.
- Increase consumption among multi-brand users by influencing intent to prescribe.

How They Did It

They shifted to **digital marketing** while cutting down sales force cost & maintaining profitability.

Approach

Pre-launch Plan

- Identified target audience across Docplexus & Industry Partner's HCP universe
- Segmentation done on the basis of specialty, **clinical belief & prescription pattern**

Content Plan

- Engaging formats like **case studies, polls, KOL videos & animated videos** to emphasize the efficacy & benefits of Clopidogrel over generic versions

Communication Plan*

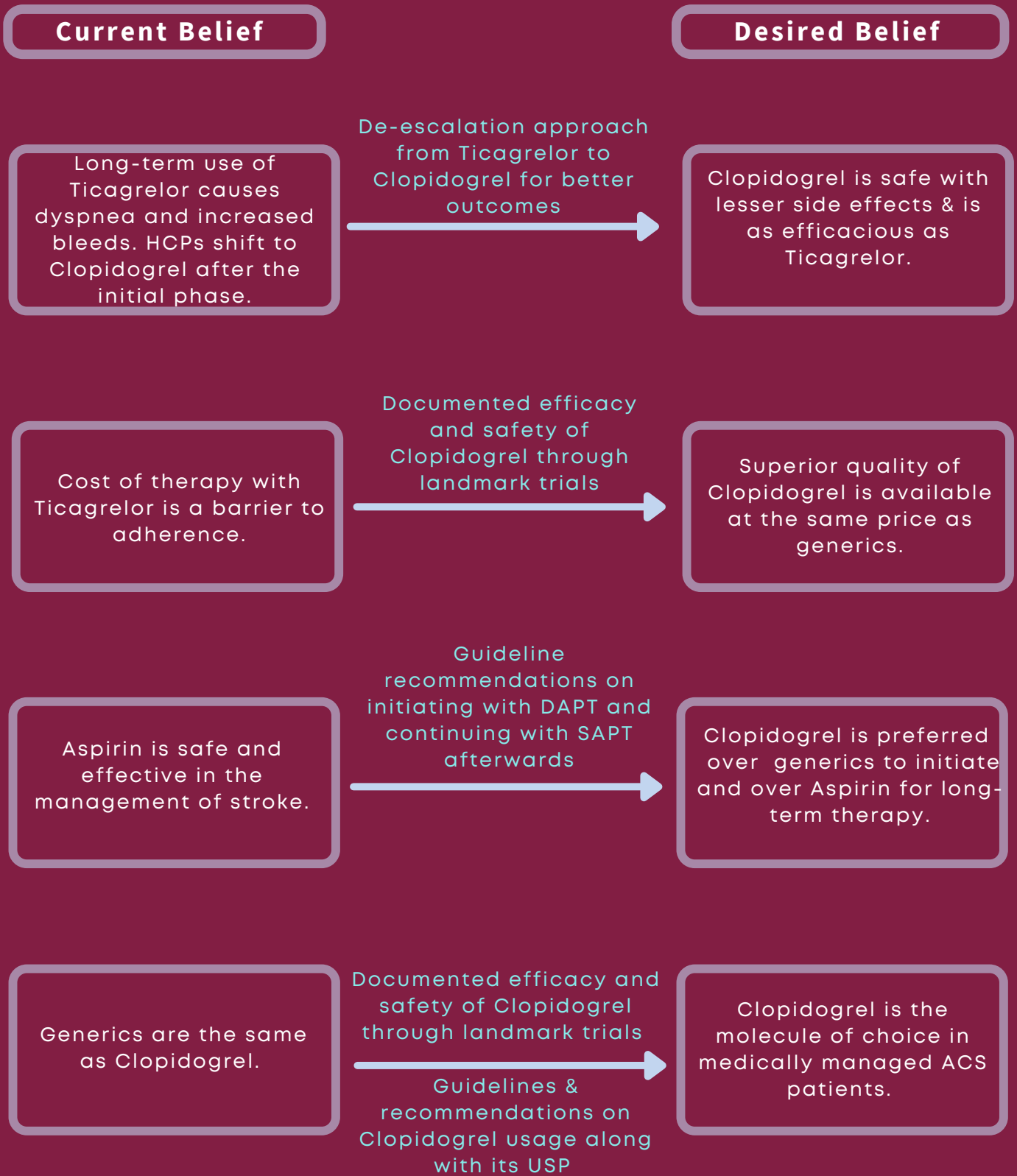
- **Hyper-personalized messages** on the basis of identified segments

Solution Strategy

- Creation of an "Infocenter," **a dedicated brand/therapy knowledge microsite to educate and engage target HCPs** across 3,80,000+ registered HCPs on Docplexus platform



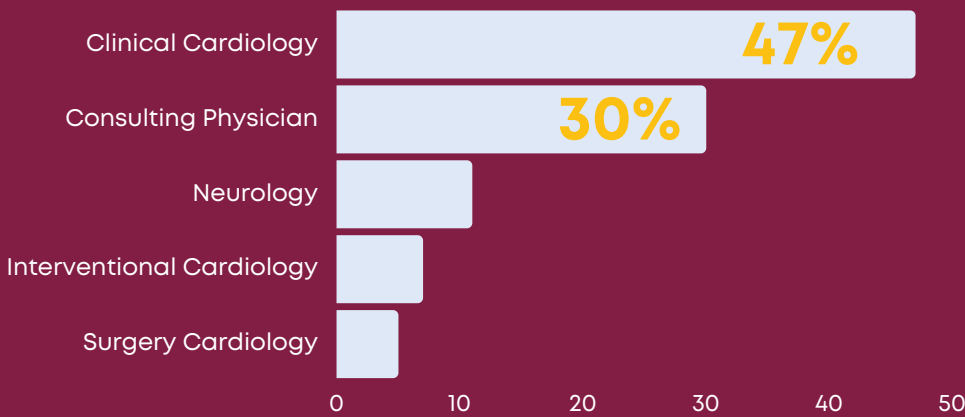
*Communication Plan



Infocenter* Snapshot



Specialties Reached

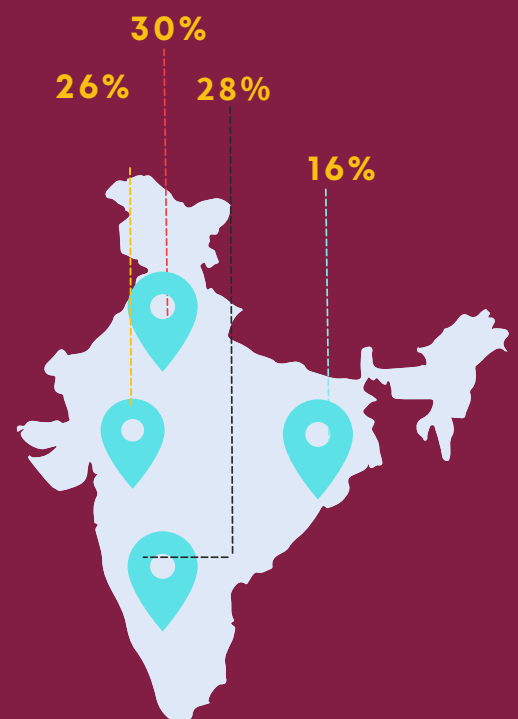


Geographical Footprint

Non-Metro Metro

67%

23%



*Branded Microsite

Value-Adds



Engaging formats

Animated videos, webinars, infographics & case discussions led to high reach & engagement across HCPs.



Hyper-personalized campaigns

Customized content marketing based on geography & prescription pattern.



HCP insights

Mindset analysis to identify knowledge, perception & behavior of HCPs.

Impact



Widened reach across metro & non-metro through digital medium only.



Increased awareness among target audience led to change in prescription patterns.



Your Trusted Medico-Marketing Partner

We are one of the largest online global community of over **3,80,000+** verified doctors.

As a medico-marketing professional, we help you meaningfully engage with our beloved community through **data-driven, evidence-based marketing & brand management solutions** such as **infocenters, mindset analysis, KOL webinars, sponsored medical updates, online CMEs & more.**



+91-9560021831



info@docplexus.in
