

SUCCESSFULLY MARKETING CLINICAL TRIAL RESULTS

Winning in the Healthcare Business

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GOWER

PERSONAL GOALS AND OBJECTIVES

Imagine your goals

Your Goals and Objectives



Successfully Marketing
Clinical Trial Results

How do you define success?

What are your performance indicators?

What objectives do you want to achieve?

Imagine yourself crossing the finish line; what do you want to have accomplished? What do you want to have achieved? You may want to ask yourself the following questions before beginning the project:

- which objectives do I want to achieve when marketing clinical trial results?
- how will I know that I have done an excellent job?
- what are my key performance indicators?

Define your success criteria

Success Criteria in Marketing



Sales

Win in the market

Prescriptions

Market share

Revenue

The success criteria for marketers are usually straightforward:

- number of prescriptions
- market share
- revenue
- profit
- return on investment.

Identify success criteria for the clinical development team

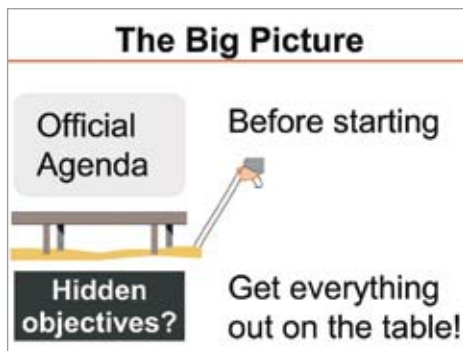
Success Criteria in 'Medical'
Papers in prestigious conferences
Publications in renowned journals
Hot topic for opinion leaders
High awareness among doctors
<i>Enhanced reputation</i>

People in medical and clinical development departments have their own objectives. For them the reputation and prestige of their clinical trial programme is of great importance. Success from their perspective is represented by:

- presentations in the main sessions of international congresses
- highly visible publications in peer-reviewed journals
- the trial and its results becoming a hot topic for opinion leaders
- increased awareness among doctors.

The experienced marketer understands the difference in objectives between clinical development and marketing, and considers the above objectives as stepping stones on the way to more sales.

Get everything on the table



In most companies, there are overt (obvious) and covert (hidden) objectives. The latter are usually associated with power plays and personal career plans. Examples of covert rules include: 'Pleasing the boss is more important than pleasing the customer', 'Always keep your turf clean', 'Change jobs frequently'. Make sure you are aware of these hidden rules before you assume responsibility for the project.

Your project is only a piece in the overall company picture. Find out if there is a secret agenda behind the project. Understand the tensions between the various functions. Get everything out on the table. Ask your boss explicitly about it.

Your aim is to avoid embarking on an impossible mission or ending up as scapegoat or martyr in your organization.

Seize your opportunities

The Business Opportunity



A clinical trial
is a gift to your
marketing people

Unfortunately, some of them
will not even unwrap it.

A clinical trial is your opportunity to get a bigger slice of the global pharmaceutical market which is valued at approximately €360 000 million. Even though the world has become a tougher place to do pharmaceutical business, several forecasts expect the market to show solid single-digit growth in the years to come.

Pharmaceutical companies spend vast sums of money conducting high-quality clinical trials. In the USA, they spend approximately \$7 000 million on trials. Unfortunately, the results of many trials never emerge from the shadows.

Clinical studies offer an abundance of marketing opportunities. The tragedy is that many companies do not realize the options they provide. The sad truth is they sit at the 'banquet' of their research results and never help themselves from the plate. They fail to market their trials effectively. Remember, a study not marketed is a study not done. In addition, a clinical trial is a great personal opportunity for you to learn and to grow.