

### Reaching higher: Non-insulin injectable diabetes brand builds on success of prior efforts

Campaign successfully appealed to patients who were not getting needed control from an oral medication



#### SUMMARY

For diabetic patients, the pharmacy is the destination of choice not only for Rx pick-up but also for daily supplies, ancillary products for managing related conditions, and pharmacist consultations. Building on the success of previous InStep Health (formally Rx EDGE Media Network) campaigns, a leading non-insulin injectable diabetes brand capitalized on this unique environment, delivering a highly effective InStep Health program in over 5,000 retail pharmacies.



#### RESULTS

Results were measured using matched-panel research with a test vs. control methodology. The program had a demonstrable impact on Rx volume and delivered an impressive ROI. ROI was determined based on annual patient value:

Prescription Volume Lift\* **5%**

ROI\*\* **\$21.97**



#### OBJECTIVES

A vital goal of the InStep Health effort was to reach type 2 diabetes patients who were not getting the control they needed from a pill. Accordingly, communication objectives centered on the three ways that the brand could help patients lower blood sugar.



#### BACKGROUND

Oral medications are often the first approach prescribed when diet and exercise alone fail to keep blood sugar in a healthy range. However, oral treatments may not be enough to help patients stay in control. Injectable medicines offer another alternative. The brand directly appealed to patients who were thinking about new options with a headline on the shelf dispenser that asked: "Is Your Diabetes Pill Not Giving You the Control You Need?" Images of patients—including a Basketball Hall of Famer—were featured, adding an element of personal connection. Take-one booklets delivered information about the brand along with details about a support program and savings offer.

\*Matched-panel research conducted by Retail Intelligence Inc. Difference in test vs. control averages TRx

\*\* Patient Value ROI calculated using prescription lift data and client-supplied or RED BOOK™ pricing data



## PREMIUM LOCATION

The Diabetes Care section was the ideal placement choice for the brand's information dispenser because it is a frequent stop for patients seeking glucose testing meters, lancets, A1C test kits and educational resources. Store locations were selected based on high-volume scripting areas, using learnings from previous programs to refine the targeting strategy.

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