



Top Five Launches since 2005

Chantix (Smoking Cessation)
Pfizer
Launched June 2006
First-Year Retail Sales:
\$66,079,567

Lyrica (Pain)
Pfizer
Launched August 2005
First-Year Retail Sales:
\$56,370,868

Atripla (HIV)
BMS/Cilead
Launched July 2006
First-Year Retail Sales:
\$50,810,140

Ambien CR (Sleep Aid)
Sanofi-Aventis
Launched September 2005
First-Year Retail Sales:
\$48,520,979

Januvia (Diabetes)
Merck
Launched October 2006
First-Year Retail Sales:
\$47,702,042

Source: SDI



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Launching a new drug? Well, the new pharmaceutical commercial model provides some clear challenges and opportunities.

One critical factor for a successful launch will be how well marketers move beyond old approaches that best served the small-molecule commercial model and use nontraditional metrics to guide their strategies. With fewer potential blockbusters, launch strategies will need to become more specific. The most common mistake marketers make is relying on traditional Rx-based metrics that lack the multidimensional view needed to present effective information to physicians, payers, and patients.

Defining a Product's Fit

Understanding where a new product fits into a market and why it's superior to alternatives for certain patients is critical and can't be done effectively with traditional data alone. TRx and NRx information is not enough to create a differential advantage. Here's why.

TRx and NRx...

- do not offer insight into a physician's patient population. These data can't illustrate breakdowns by age, gender, ethnicity, co-morbidities, and education level.
- cannot distinguish truly new patients and switches from continuing business.
- can't determine shared patients, referrals, or group practice dynamics.
- do not offer insight about where care is administered. Hospital and facility affiliations are not tracked; significant launches such as IVs and injectables, for which retail prescriptions are not issued, also cannot be tracked.

The best approach for marketers is to create an enhanced patient profile—which can include such information as diagnosis, prescription history, adherence behavior, and consumer characteristics—to pinpoint candidates who are a good fit for the new therapy. Using this enhanced profile to guide promotion ensures that only patients who are solid candidates for the brand are targeted, which is crucial in this environment of increasingly stringent regulations and tightened spending.