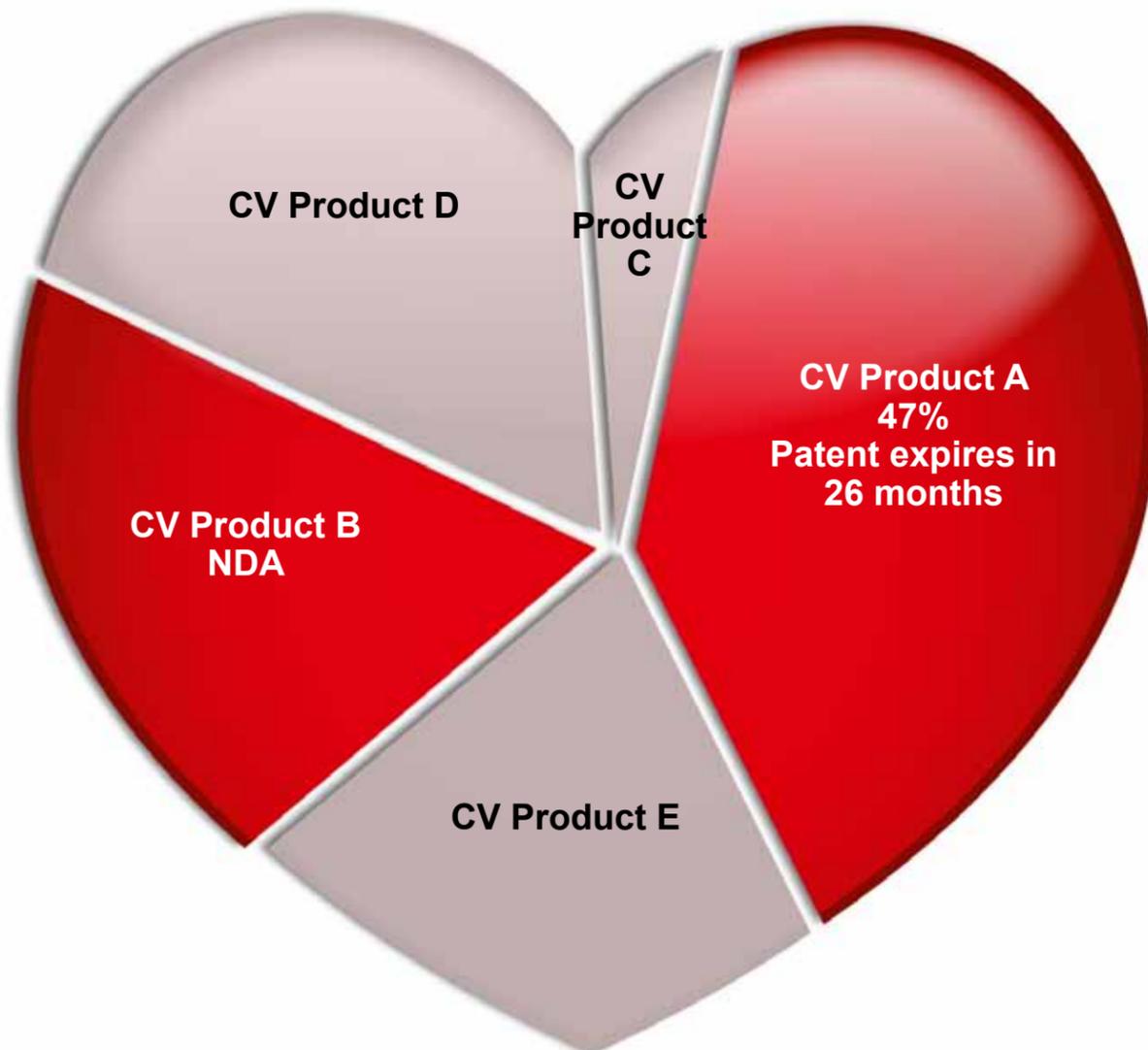


PREVENTIVE MEDICINE REQUIRED!



See how an advanced analytical tool – the Influence Vector™ – helped turn an endangered CV franchise into the picture of health...

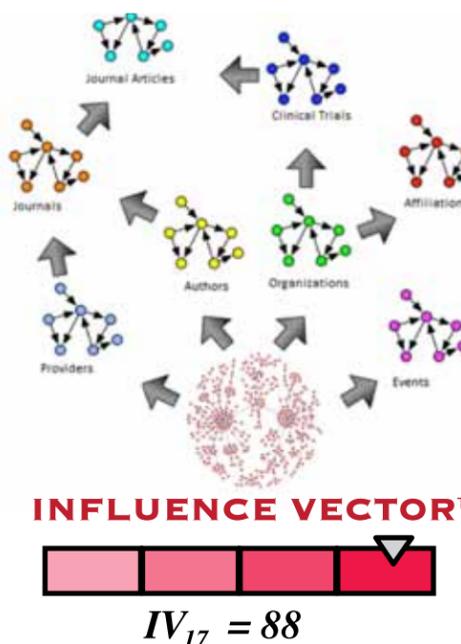
With patent expiration for the company's blockbuster antihypertensive a mere 26 months away, the prognosis for the CV franchise was dismal.

That's when the marketing manager approached ROI² to explore ways to protect the franchise; maximize uptake for two soon-to-be-launched medicines; and minimize cannibalization. It would also require a prescriber conversion within the franchise as well as a switch from a major competitor's medicine to our new one-pill combination product.

Our client well understood the challenges. Even when you have a powerful combination therapeutic, channel clutter and new product reluctance can maim you. Certainly revenues are at risk. But more important, patients can suffer because effective new medicines aren't properly understood or used.

Modeling suggested ROI²'s Influence Vector could help. This analytical tool reveals the often overlooked merit of HCPs' connections, activities and experience. We worked with the company and customized the Influence Vector to identify KOLs who had depth of experience with single pill combination products. At the appropriate time, these skilled experts could help explain the optimal use of the combination medication, help establish cost efficacy and discuss its safety profile. The company knew which KOL activities were most important in establishing a foothold for the new product, so we calibrated the Influence Vector to identify research-active specialty MDs with university-based hospitals; authors in peer-reviewed medical journals and principal investigators in clinical trials.

Targeted medical education, speaker meetings, advisory board reconfiguration and clinical trials would be led by KOLs who



passionately believed in the science and who could clearly articulate which patients would best benefit.

The skill and knowledge of this extraordinary group of KOLs was equaled only by their conviction that this medicine filled a unique void, and as such, could help thousands of patients. They were passionate about helping HCPs understand the medications and the research behind them. Their observations were eye-opening and their dedication remarkable.

Simultaneously we designed a competitive intelligence platform that removed data silos housed by separate product divisions, resolved redundancies and opened shared access for real-time data. The data is constantly updated so the stats never become stale; yet the portal is easier to use than an iPad.

The results? The company credits the effort with improving the profit margin of the combination product by over 15%. The overall initiative breathed new life into the CV franchise. The effectiveness of the KOLs allowed the developer to reduce promotional costs dramatically, streamline the sales force, avert product cannibalization, capture conversion from the blockbuster CV and boost uptake for products that have now been credited with helping save the lives of thousands of patients round the world.

There you have it: Healthy patients. Healthy franchise. Bright future.

To learn how ROI² can help you meet tomorrow's biggest marketing problems head-on, visit www.roi2.com or call Kevin Dougherty, VP Sales, at 215-766-7006.