

Case Study

Product Launch in a Heavily- Cluttered Market



About our Partner:

Our partner is a global pharmaceutical company providing innovative healthcare solutions for over 4 decades in over 80 countries, across a wide range of therapeutic areas like respiratory, diabetes, cardiovascular, gastroenterology, etc. It was the first company to launch a novel anti-diabetic molecule **remogliflozin**, in a highly competitive & infant drug class of sodium-glucose co-transporter-2 inhibitor (SGLT2i).

This report details the planning & execution of a comprehensive digital campaign to amplify the market buzz around the launch of a new molecule on Docplexus.

Business Challenge

The company was facing a major obstacle in driving HCPs to its new brand in a **highly competitive anti-diabetes market** and the presence of key global players.

Target Audience



Diabetologists



Endocrinologists



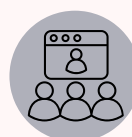
Consulting Physicians

Identified Key Objectives



Knowledge Dissemination-

Address HCP's unmet need of inadequate information for appropriate cardio-diabetes management.



Wider Geographical Reach

Spread awareness about the clinical efficacy, safety profile & therapeutic place of remogliflozin in T2DM* across geographies.

Approach



Identify Gap

Researched & analyzed search patterns, therapy-oriented discussions, and specialty-specific engagement patterns across digital platforms.



Right content- mix to engage HCPs

Utilized engaging content formats such as KOL videos, live webinars, and articles that highlighted remogliflozin as a recent advancement in T2DM therapy.



Educate on New Drug Class

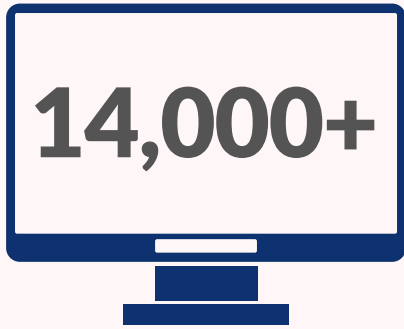
Scientifically educated HCPs on SGLT2i* drug class and emphasized the safety & efficacy of remogliflozin in T2DM management.



Establish Brand Supremacy

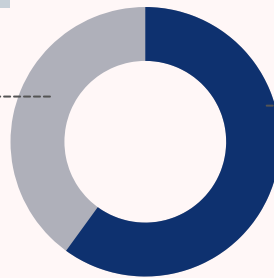
Built a dedicated infocenter -“REMOLUTION” to disseminate information & engage target audience across 3,80,000+ registered medical practitioners on Docplexus platform.

Digital Impact (Infocenter metrics)



Specialties Reached

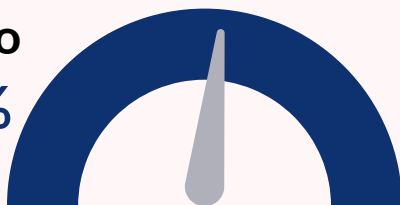
40%
Consulting physician & General Physician



60%
Diabetology, Endocrinology, Cardiology & Nephrology

Geographical Footprint

Metro
53%



Non-metro
47%

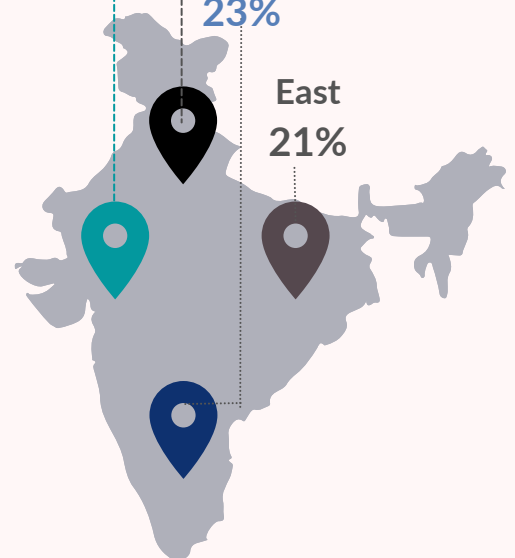


West
25%

North
31%

South
23%

East
21%



Key highlights

KOL videos

Eminent KOLs discussed the clinical evidence and therapeutic place of remogliflozin in T2DM therapy that helped in building **brand advocates**.

Offline-Online engagement

Supported the sales team with **additional touchpoints** to engage the target HCPs while helping in uncovered tier 2 & 3 cities with consistent content publication of clinical articles and expert opinion through key opinion leaders in the field.

Post campaign HCP engagement

Acknowledged HCPs who viewed the content on infocenter by sharing a thanking message.

Outcomes



Improved brand visibility and adoption across primary, secondary & associated specialties



Widened reach with ~ 20% increased penetration in tier 2 & 3 cities.



Your Trusted Medico Marketing Partner

*We are one of the world's largest & fastest-growing online communities 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.*

Reach us at



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