

UNDERSTANDING DRIVERS AND BARRIERS TO OPTIMIZE BRAND PRESCRIBING PREFERENCE OF ONCOLOGY IO BRAND



THE SOLUTION

Verilogue combined a variety of methodologies to accomplish the client's goals.

One Big Question: Posed a thought-provoking question to oncologists about their perception of IO brands; ignited emotional triggers and invited the oncologist to share and explain their views

Honing Calls: Conducted a series of calls with "star" respondents from One Big Question to explore the key insights that emerged in more depth

Web-assisted Telephone Interviews (WATIs): Connected with oncologists through web-based interviews; used creative tools like metaphors to get at underlying emotions that drive IO brand preference

Dueling Dyads (WATIs): Web-based interviews with two oncologists at a time; assessed conviction of oncologists who have decided in favor of either the client's brand or its competitors; uncovered conscious and subconscious biases at play

In-facility Co-creation Session: Innovative co-creation sessions with oncologists; activities included tumor type influences, brand persona building, and ideal patient exercise to fully explore brand perceptions.

THE CHALLENGE

Verilogue partnered with an immunotherapy brand to gain a textured, emotionally-driven understanding of how oncologists regard and use the treatment. The brand team wanted to examine the foundational drivers and barriers—both conscious and subconscious—that have the greatest influence in shaping immunotherapy treatment decisions. The client's specific goals included:

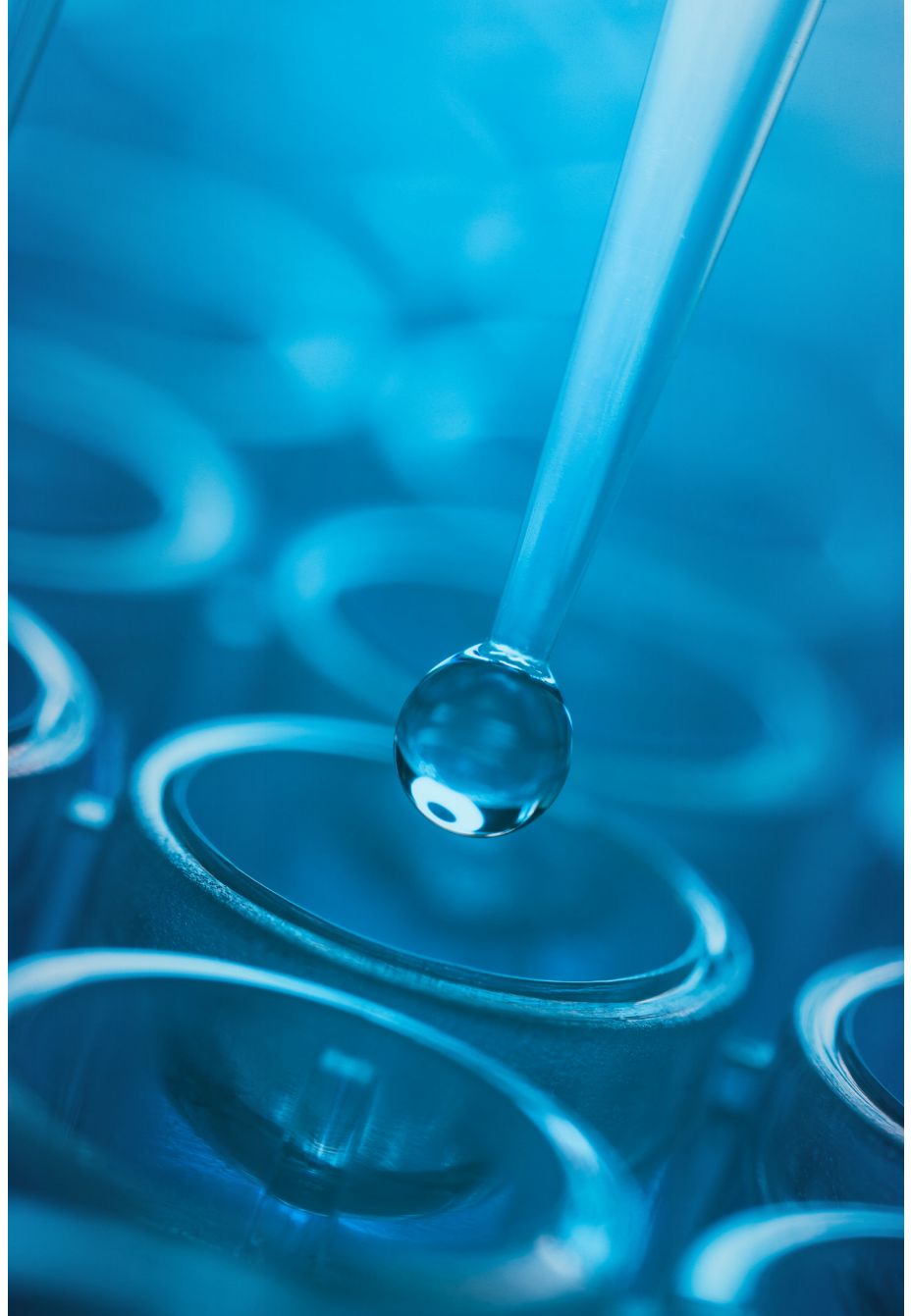
- Mapping the immunotherapy brand decision making process of oncologists across different tumor types (lung, head & neck, bladder, and melanoma).
- Dissecting the drivers and barriers—both conscious and subconscious—tied to uptake and usage of the brand and two of its competitors.
- Identifying strategic opportunities for the client to connect positively with different segments of oncologists to enhance preference for and usage of its brand and solidify its leadership position.

THE RESULTS FOR SUCCESS:

The Verilogue research team discovered that oncologists across segments felt compelled to prescribe multiple IOs to retain healthy competition and spur continued innovation, and to avoid feeling/seeming beholden to any one pharmaceutical company. Prescribing the same IO across all tumor types would disrupt and diminish the oncologists' self-perception as experts.

Additionally, the Verilogue team learned that being perceived as the 'first' approved for a particular indication provides tremendous advantage for an IO brand as it provides 'runway' or time for habits to be formed and become entrenched. Thus, any IO brand that comes after the 'first' must disrupt the existing habit.

The Verilogue research team recommended a strategy tailored by tumor type to address cognitive biases present in the treatment decision process. The team provided current IO brand mapping to different tumor types and identified how existing habits could be a driver for strengthening prescribing habits for the brand.



To learn more about doing a project like this, please contact us at info@verilogue.com