



USING SCIENCE TO CHANGE PATIENT BEHAVIORS AND OUTCOMES

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“ If a pharmaceutical company can understand why patients do what they do and how to get them to act in a particular way, they can message in ways that create behavior change and in ways that create a mutually beneficial relationship between patients and brands.”

For brand directors, the ongoing question is: “How do I make my marketing efforts and dollars work harder?” Fair enough. And here’s the answer: You can achieve this goal by understanding what motivates patients and then implementing strategies and tactics that move them in ways that change behavior and encourage them to engage with your brand. The result? A healthier brand and healthier patients.

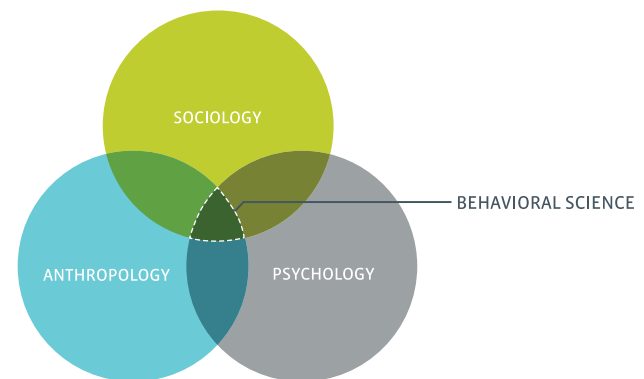
All of this might sound simple enough. But, as you know, truly understanding what moves patients is a complex challenge with no “magic bullet” answer.

In today’s evolving marketing environment, patients are inundated with seemingly limitless messages from every direction and platform — making it all the more difficult for your product to stand out. However, you can rise above the fray by incorporating behavioral science into your marketing strategy. It allows you to not only identify how patients behave in specific situations, but to also understand why they do the things they do. And, with this deeper understanding, a brand can distinguish itself by creating more value through targeted and compelling healthcare marketing solutions.

THE WHYS AND WHATS OF BEHAVIORAL SCIENCE

When it comes to trying to understand patient behavior, many companies follow the mainstream approach. They gather basic demographic and psychographic information, look at past purchasing trends and behaviors, and then create a variety of tactics to address those demographic groups. But, herein lies the problem. According to Mediamark Research and Intelligence, less than 2% (on average) of brand selection is determined by demographics. There are so many other factors that impact patient behavior — those that go far beyond what can be addressed using the traditional targeting approach.

To understand customer behavior, you need science. Behavioral science uses sociology, psychology and anthropology to understand behavior and motivators — why people do what they do and how to get them to act.



Unlike mainstream research approaches that look primarily at intent, behavioral science digs deeper — looking at what drives that intent. And, by doing so, it allows us to uncover the true essence of an individual patient’s mindset.

Behavioral science takes into consideration that a person’s behavior can result from the influence of past experiences, cultural beliefs, attitudes toward healthcare or disease, and/or relationships with his or her physician, family or spouse. By combining the data revealed through behavioral science with demographics and marketing best practices, more authentic relationships can be built that are valued by both brands and patients.

GETTING TO KNOW YOUR PATIENTS — SCIENTIFICALLY

Applying behavioral science within the marketing strategy begins by collecting a variety of data and information that will unlock insights about those within a particular patient population. The knowledge gained is then entered into proven, validated behavior models — which serve as road maps to behavior change. They also help us establish a dialogue with patients and create a personal, more meaningful brand experience that is more likely to lead to behavior change.

WHEN APPLIED
TO A STRONG
MARKETING
STRATEGY, THE
PREDICTIVE
NATURE OF
BEHAVIORAL
SCIENCE CAN
BE USED TO:

1 Better understand a person's attitudes, preferences and barriers to action

2 Identify and engage the right customers for the brand

3 Develop a blueprint for communication and creative strategies

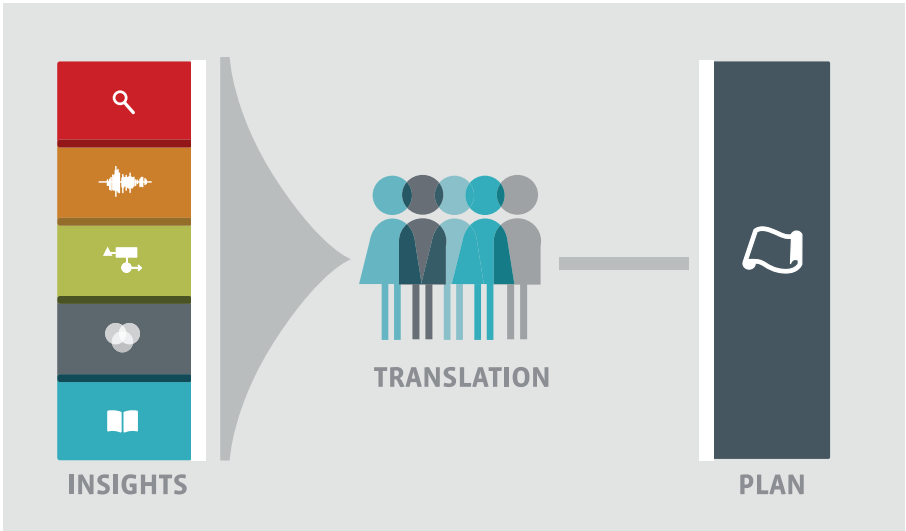
4 Deliver focused, relevant communications at the individual level

5 Maximize the return on marketing spend

BUILDING A RELATIONSHIP WITH YOUR PATIENTS

To ensure that you're getting the most out of your brand's marketing dollars, you have to nurture individual relationships with patients. This requires connecting with them in a way that's intimate, targeted and relevant. The key to success is engaging patients in a way that creates a value exchange between them and your brand — and in a way that generates a preference for your brand.

Many pharmaceutical companies attempt to build a value exchange through relationship marketing. However, by adding behavioral science to the mix, these efforts can be taken further. It allows you to engage patients in an ongoing conversation that addresses their specific needs and concerns. And this conversation has greater impact because you know how to talk with these patients; what tone to use; what their perceptions and beliefs are; what motivates them to act; and what creates the best brand experience for them.



Behavioral science more sharply focuses your targeting plans and provides information that is relevant to each specific customer who inquires about your brand. With this knowledge, you can start to build a relationship with your customers.

So how does behavioral marketing work? Let's take a look.

BEHAVIORAL MARKETING IN ACTION — TWO CASE STUDIES

1. Providing Support to Breast Cancer Survivors Along the Continuum

In the first case study, a pharmaceutical company approached us with its challenge:
Increase adherence among breast cancer survivors taking a medication designed to help prevent cancer from returning.

Included in this challenge was providing **relevant patient support along the continuum of the survivor's life**. In our analysis, we determined that for the brand to be accepted as a trustworthy source of that information and increase the likelihood of adherence and support seeking, we needed to understand three things:

- › The breast cancer survivor community
- › Challenges that women with breast cancer face every day
- › What motivates breast cancer survivors to be adherent

Our first step was to review secondary research and conduct primary research to understand how women in each of the different stages of breast cancer therapy — adjuvant, extended adjuvant and metastatic — viewed and dealt with their diagnosis, treatment, support and life. We determined that patients need support along the continuum of their lives, and that stress — not only the stress of recurrence but also the stress of daily life — was a key barrier to adherence. Feedback showed that the program materials provide the information and support that patients want and need for successful outcomes.

Our behaviorists then identified psychological and behavioral techniques, tools and resources that would assist women in coping with their stress and encourage them to seek out social support. We created highly personalized, engaging communications that addressed specific behavioral drivers and barriers to adherence and support.

1. Providing Support to Breast Cancer Survivors Along the Continuum (Cont.)

These communications converted leads and helped establish ongoing and new patient relationships that helped women with breast cancer better cope with their diagnosis. Doing so led directly to increased adherence and made seeking support a more positive and viable option. The numbers tell the story.



> **3,600**

More than 3,600 patients currently taking the brand have enrolled in the adherence program with overwhelming interest in continuing.



> **35,000**

In excess of 35,000 people have enrolled in the conversion program — far exceeding brand goals.

By addressing the unique behavioral, emotional and attitudinal drivers of individual breast cancer survivors, we were able to open the door to a meaningful conversation about the condition and the treatment, which proved beneficial to both customer and brand.



The 24-month program was tailored to support women throughout their entire journey — whether they had metastatic breast cancer, were working to prevent recurrence or were experiencing a recurrence of cancer.

2. ADHD: Overcoming Barriers to Adherence

We were challenged with addressing the barriers and perceptions of parents of children with ADHD (Attention Deficit Hyperactivity Disorder) face that lead to poor adherence rates. We found three major behavioral issues that parents of children with ADHD face every day:

› Parent perception of severity or impact on child’s quality of life

- Parents often “normalize” their child’s symptoms and deny there is an impact on the family’s quality of life.
- Parents resist treating and often deny the severity of symptoms because they believe their child’s healthcare providers (HCPs) or teachers “blame” them for not parenting well.

› Parent and child relationships

- Having positive relationships with HCPs and teachers increases parents’ ability to cope and adhere.
- Involving the child in the treatment process and treatment decisions, when appropriate, increases adherence.

› Parental stress and coping

- Positive parental coping techniques — social support, spirituality, information seeking — was related to better parent adjustment and high adherence.
- Parents would cope by switching medications versus increasing dosage because they saw titration as a sign that the current medication was not working.

Based on these behavioral insights, we were able to create a brand experience that addressed a parent’s unique behavioral makeup — stress levels, coping ability and techniques, barriers to refilling medication, barriers to administering medication to their child, as well as general perceptions and attitudes.



2.ADHD: Overcoming Barriers to Adherence (Cont.)

What was unique about this situation is that the brand had two agencies create two different strategic platforms and executions. One agency used traditional marketing methods. Our agency applied behavioral marketing.

The result: **Matchback data in a head-to-head comparison of both programs showed a 13% increase in length of therapy for parents and caregivers receiving materials based on behavioral science versus traditional marketing methods.**

LENGTH OF THERAPY



PUTTING BEHAVIORAL SCIENCE TO WORK FOR YOUR BRAND

How behavioral science is applied is as individualized as the brands and patients it serves. So, what works for one brand may not work for another — even when both are in the same category. And that's what makes it so intriguing for those of us who work within this discipline every day at MicroMass Communications.

To successfully execute a marketing strategy based in behavioral science, there are certain key elements that must come together. They include the following:

PEOPLE

It takes trained behavioral science professionals to understand and apply behavioral insights to a marketing strategy.

MESSAGING

You have to craft communications that connect with patients in a meaningful and authentic way.

CREATIVE

Copy and design must work together in a way that incorporates the behavioral insights gathered about a particular patient population.

RESEARCH

In addition to having access to research and data, you must also have the ability to mine through the information and uncover ways it can be applied to behavioral science.

MARKET SAVVY

It's essential to have an understanding of your marketplace and category, as well as a keen awareness of what product is needed by what patient at what time and why.

This is what we've spent more than 15 years mastering at MicroMass and what leads us to create behavior change for our clients based on understanding, insight and a genuine vision.

We believe you can make that deeper connection. We believe that marketing shouldn't be a monologue. We believe we have something better. If you want something better, give Connie Mester a call at 919.256.2415. She'll be glad to help you start a conversation with your customers.

Alyson Connor, MS, [Partner & SVP, Strategic and Behavioral Services](#)

Alyson develops new and enhanced ways to apply our behavioral science-based intellectual property, including our patent-pending predictive modeling capability. She manages our outcomes and optimization-practice expansion, and she develops our segmentation and primary research capabilities. Alyson came to MicroMass in 2005, leading our in-house team of behaviorists and researchers and working closely on campaign development with the strategy, creative and technology teams. Prior to that, she worked as an epidemiologist; she also devoted 15 years to public health research with various government and nonprofit organizations, focusing on women's health, cancer and chronic diseases. Alyson received her master's degree from Virginia Tech University and her bachelor of science from the University of North Carolina at Chapel Hill.

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About [MicroMass Communications, Inc.](#)

Founded in 1994, MicroMass offers unrivaled capabilities in the application of behavioral science to marketing challenges. The company's approach is founded on the belief that understanding the critical factors that influence individual behavior is the best way to create dialogue and build enduring relationships between customers and brands.

Unlike traditional agencies that are structured by discipline, MicroMass brings together under one roof the expertise and services for building sophisticated, multi-channel programs that span the full marketing continuum.

Headquartered in Cary, N.C., MicroMass is one of the fastest growing agencies in its field. With experience in dozens of therapeutic categories, the company has a roster of clients that includes some of the most respected names in the health care industry.

For additional information about MicroMass, visit micromass.com.