

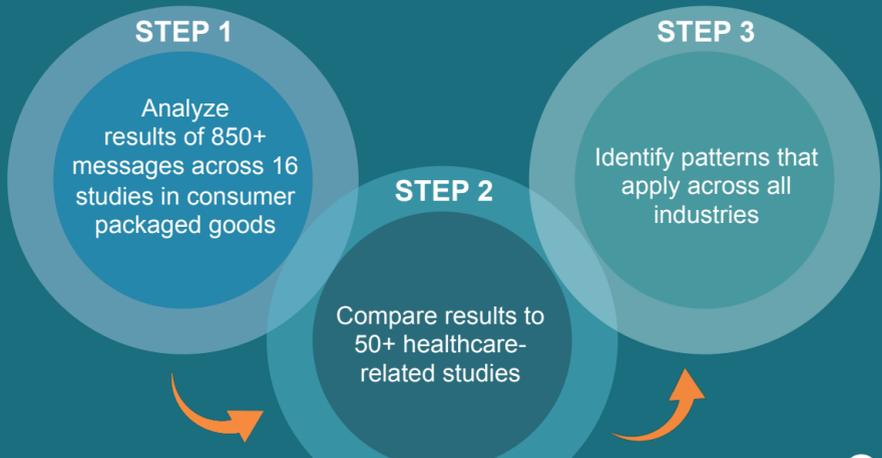
Developing winning healthcare messages

More than ever before, pharmaceutical brands are relying on strong claims to convince patients and HCPs of their superiority. Given the limited amount of exposure to patients and time that sales reps can spend with physicians, marketing teams must be able to effectively convey relevant clinical information through their claims, while also establishing an emotional connection with consumers. While it is easy to know when a claim has been successful, it is much more difficult to understand the drivers of its success.

In a recent meta-analysis, we examined hundreds of messages and claims to identify themes, “must-haves” and pitfalls to avoid in order to develop a winning message. By including a broad range of interrelated categories (CPG, pharmaceuticals, and healthcare), the analysis provides a universally tested framework that applies over a number of categories to develop winning messages. Message testing in the consumer packaged goods space is extremely sophisticated, and there is much that can be applied to the healthcare market

Communication is not just what you say; it is how you say it

SKIM has conducted a meta-analysis of hundreds of claims across a broad range of categories (i.e., CPG, pharmaceuticals, and healthcare) in an effort to develop a framework that uncovers the key success drivers of winning messages across all industries



1 Four Golden Rules

Follow four golden rules to develop winning messages

Golden Rule #1 Promise Value

The essence of a winning message or claim and its defining point of difference is to promise value by communicating **relevant and tangible points**.

EXAMPLE

<p> <i>“Designed specifically for better mobility”</i></p> <p> <i>“Help patients maintain their muscle mass and strength”</i></p>	<p>▶▶▶</p>	<p>The difference between these two statements is that for HCPs, the first statement offers no rational basis for value whereas the second shows specific value to patients.</p>
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Golden Rule #2 – Be Specific

Patients want to know exactly what **tangible benefits** a product will deliver (i.e. “how much” or “how much more”). For HCPs, message specifics may include **efficacy, dosage, side effects**, etc.

EXAMPLE

<p> <i>“Over 3 years in open-label extension studies, adverse event rates were similar to those reported in the registration trials”</i></p> <p> <i>“Over 3 years in open-label extension studies, 10% of patients discontinued treatment due to adverse events”</i></p>	<p>▶</p>	<p>These statements are very similar, but the second gives HCPs a specific result on which to base their decision.</p>
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Golden Rule #3 – Lead With Key Benefit(s)

Showcasing **key benefits first** allows you to capture attention. It’s even better to showcase multiple benefits if they are related and complement each other.

EXAMPLE

<p> <i>“Our improved product formulation will help you delay the onset of diabetes”</i></p> <p> <i>“Delay the onset of diabetes with our improved product formulation”</i></p>	<p>▶▶▶</p>	<p>Each statement contains the same words, but the key benefit is moved to the beginning of the sentence to capture attention.</p>
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Golden Rule #4 – Set Yourself Apart

Set yourself apart by offering a **unique and differentiating value promise**. Benchmark against the category, instead of your own brand or a competitive brand.

EXAMPLE

<p> <i>“Significantly reduced episodes versus competitor brand”</i></p> <p> <i>“No episodes in three-day diary”</i></p>	<p>▶▶▶</p>	<p>“No episodes” sets this brand apart. The claim is strong, direct, and avoids comparison.</p>
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Key Findings

Powerful messages are a critical part of successful product marketing. Though message testing in the consumer packaged goods space is very sophisticated, we are able to apply important learnings to enhance messages in the pharmaceutical industry. The insights and recommendations derived from this meta-analysis reinforce the importance of healthcare messaging, and provide an additional level of certainty for successful message development."

2 Avoid message pitfalls

Avoid message pitfalls: Live the checklist

Avoid pitfalls by using the following checklist to ensure the claim meets a set of style and tonality criteria

- Be Respectful**
Don't be condescending, presumptuous, or offending in any way.
- Be Positive**
Offer something positive instead of avoid something negative.
- Be Clear**
Use simple unambiguous language to ensure the message is understood.
- Be Coherent**
Connect the dots. Are the benefits and reasons to believe related to each other?
- Be Fluid**
Create sentences that flow naturally and do not sound contrived.
- Refrain From Jargon**
Use words / terms that are meaningful and well known to your target audience.

3 Know your message environment

Know your message environment: context is critical

Messages should be developed and evaluated within the context of the competitive landscape

