

## Fact File

Client : A Certain Pharmaceutical Company  
Location : All Doctor's Offices  
Duration : February 2009 -



## Brief

A certain pharmaceutical company wanted to educate doctors and patients while complying with the new PhRMA guidelines which ban all non-educational promotional products from being given to doctors and patients. The new guidelines which went into effect January 1, 2009 were created with the intent of eliminating the incredible amount of “gifting” that has traditionally taken place between pharmaceutical companies and doctors for the last few decades.

Since the new guidelines eliminate non-educational gifting, it was imperative to this pharmaceutical company to give their doctors and patients something that would not only educate the recipients about the pharmaceutical product, but they also wanted something that recipients could carry with them in their wallet or purse.

## Program

WOW designed two programs that would accomplish the pharmaceutical company's needs. Since the WOW personal assistance program already was an educational service on virtually any subject, the information that WOW provided was tailored to the medical industry to meet the PhRMA guidelines. WOW subscribed to the 6 most trusted and respected online medical journals and trained the personal assistants on the content in order to efficiently supply callers with medically relevant content.

The first part of the program was targeted at the doctors that were visited by the pharmaceutical representatives on a regular basis. The pharmaceutical company wanted to give the doctors not only something that was educational and medically relevant, but also something that would interest the doctor enough to hold onto the item.

WOW created the Physician's Medical Information Access Card that allowed doctors to call in 24/7/365 and ask any medical question regarding case studies, research, new medical breakthroughs, drug reactions and other pertinent drug information. The information would be gathered by a live information expert and could be delivered either over the phone, via text message, email or fax. The pharmaceutical company provided WOW with all drug relevant content to ensure proper information delivery. The information could be updated online in real time by the pharmaceutical company using a secure login portal. WOW Information Experts would have direct access to that information.

## Program

The second part of the program was customized to educate the patients receiving a drug prescription. Patients were given VIP Information Access Cards that gave them 24/7/365 access to a wealth of information about their prescribed drug. Since the drug was treating patients with respiratory ailments, some additional information was available to callers. Information such as pollen counts, weather conditions, smog reports, traffic conditions (to reduce outdoor exposure), and other relevant information was included in the list of services printed on the back of the cards given to patients.

A certain percentage of the cards were also customized with the Doctor's office information on the front of the card after "Compliments of". The customization helped give doctors more of an incentive to participate in the program. The greetings and closings were also customized to include the Doctor's name when patients called in.

## Implementation

In addition to the VIP Information Access Cards that were printed with only the pharmaceutical company's logo, WOW also allowed for further customization of the cards. Cards that were intended for the Doctor's use could be individually customized with the pharmaceutical representative's information just like a business card. Cards that were intended for patient use could be individually customized with the doctor's office contact information.

WOW built a custom online portal for the pharmaceutical company that allowed its representatives and program managers to place card orders with only the pharmaceutical company's name as well as doctor and patients branded cards. The online functionality not only allowed the information to be entered in online for ordering purposes, it also allowed for the person placing the order to view the way the card was going to look like with all of the customized information on the screen before submitting.

WOW took care of all the fulfillment of all the orders including proofing, printing and shipping of the individual orders. WOW invoiced the distributor on a monthly basis for the custom branded cards ordered off the portal.

## Results

The initial reaction by both the doctors and the patients has been overwhelmingly positive. Pharmaceutical representatives have experienced a great response from the doctors and their staff about the versatility of the cards. Doctors surveyed have reported seeing most patients instinctively put the card directly in their purse or wallet. The survey also showed that doctors felt that patients understood the purpose of the card and had indicated an intent to use the information service.

The card customization portal was also a great success with over 70% of the re-orders placed being customized to the pharmaceutical representative or the doctor's office.