

Hungary

Segmentation-Targeting-Positioning with Therapy Behaviour

The process of Segmentation – Targeting – Positioning (STP, known as the fundamental rule of marketing) is also widely used for pharma brand building. According to recent marketing literature, the most efficient means of segmentation is based on the customers' perceived task or job to do. In the classical example of Theodore Levitt, the customer needs a hole in the wall not a drill, and the job is the hole making, not the drill usage. Similarly, the job for a physician may be achieving some reduction in blood pressure rather than achieving a target blood pressure, and doing so by using any of the antihypertensive.

To realize a well-established actionable segmentation, we first need to understand the job at the focus of our study, describe and characterize it as a possible usage situation for the product and then accomplish a quantitative segmentation study.

For some years we have been using our **therapy thinking approach** for this well-known exercise for Rx products. For the exploratory work we use our **Unmet Need Explorer (UNE)** tool. With UNE we are able to explore the perceived therapy task, with all its emotions, feelings and personal experiences.

Here are some examples to illustrate the difference between the "official" description of a therapeutic task and the way physicians may perceive them:

- Heart rate reduction – "More time for the heart"
- Further blood pressure reduction – "Restoration of my professional competence"
- Cardiovascular risk reduction – "Keep control of the patient's condition"
- Restoration of the circadian rhythm – "Ensure active daily rhythm"

After achieving a better understanding of the therapy situation as perceived by the physician, we are then able to conduct the segmentation study using our Therapy **Behaviour Segmentation Approach**.

According to our research over one and a half decades, the decisive factor in a therapeutic decision and prescription of a product is the therapeutic behaviour of the physician specific to the individual finding. This will sense and filter the information and influences arising from the patient on the basis of the therapeutic thinking and this will determine to what extent the doctor will adapt to the system of professional, institutional, legal and personal expectations. Thus, the Therapy Behaviour Segmentation will vary according to specialty and therapy group.

This approach provides a significant explanation of the brand preferences in a target group meaning that brand potential and brand loyalty can best be determined and predicted by a determination of therapy thinking.

According to our practice and results achieved by our clients, the most successful targeting can be achieved with a segmentation developed according to the therapy thinking and therapy behaviour of physicians. This way of detecting the personal important benefits and factors which are appealing to a physician can be formulated very accurately. And the general positioning and argumentation system of the strategy can be fully customized by either electronic or personal communication.

We have also developed a set of statements – a therapy behaviour segmentation battery in the context of the expectations which influence the perception of specific therapy situations by the physicians and their subsequent therapeutic considerations. These statements apply to the general factors of the therapy situation: if they are implemented, the therapeutic opportunities and conditions will improve and the physician can rightfully expect that these expectations should be fulfilled. The individual conditions and circumstances are not equally important to all physicians: they will prioritize these according to their own professional and human value system, therapy recollections and experiences. All this changes according to what they consider to be the most important factor with regard to the work of physicians in general and their own work in particular, or what causes the worst problems for them in individual therapy situations.

The individual statements formulate therapy expectations, which we present on a 5 point scale. The statements apply to general and special areas of therapy situations.

The results of market research are not only evident in figures but can significantly increase your share of market

The first launch based on our complex preparatory research and following our proposed S-T-P strategy has been one of Hungary's most successful launches in the very crowded antihypertensive market segment in recent years. The client has achieved a three-time higher turnover in the first six months than they had planned for and has significantly outperformed the rival brand which was launched in parallel.

Contact:

Dr. Zoltan Lantos

Head of Division

GfK Hungaria Kft.

Visegradi u. 31.

1132 Budapest

Hungary

Tel. +36 (0)1 452 3071

Fax +36 (0)1 452 3050

zoltan.lantos@gfk.com

www.gfk.hu