

NDA: Journal Ad and Sales Aid Testing

For more details on our approach to this project, including a specific example, please contact us!
Call (888) 947-2339 or email Case_Study@wwmr.com

Sales Aid Testing

Challenge

Scenario	Pharmaceutical company commissioned a study to be carried out independently of their advertising agency on the key messages and data presented in a sales aid for a late-stage drug used to treat infertility.
Objective	Test reactions to the sales aid, assess the take-away messages and the strengths and weaknesses of the clinical data, and determine the most effective way to present the data.
Challenge	In-person interviews to be conducted in cities representing geographically distinct regions, with a relatively rare specialty.

Solution

Methodology	<u>Health care provider interviews</u> : 62 individual in-person interviews with Reproductive Endocrinologists (32) and Reproductive Endocrinology Registered Nurses (30) were conducted in New Jersey, Chicago, San Francisco and Los Angeles.
Deliverables	PowerPoint document providing methodology, detailed results, discussion and recommendations for changes to the sales aid.

Impact

Impact	Report was used to refine the sales aid for eventual detailing to providers of fertility treatments.
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