

Targeted Promotions Case Studies

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About this Resource

Leverage our expertise and network of retail and physician customers to promote your brand through the BRx Catalog and CustomConnect®.

Our highly targeted marketing programs leverage our proximity to the customer, connecting your brand message with the healthcare providers who influence your brand's performance. Your tailored messages are integrated into our customers' existing workflow so your communication stands out and gets recognized.

In this resource, you will find an overview of the program and see firsthand the power of multichannel marketing.

BRx Catalog Program

Opportunity

Challenge

Patients and pharmacists face a lot of choice, have limited time to focus on product selection, and limited resources to solve financial barriers.

The BRx Catalog program includes a select list of products that offer pharmacies and patients potential savings and additional economic value



Patient Benefits

- DO NO HARM
- Maintain clinical efficacy / health
- Lower out-of-pocket costs (patient economics will continue to be driven by MFR)

Pharmacy Benefits

- Deepen patient relationship
- Maintain relationships with local providers
- Improve business outcomes

Manufacturer Benefits

- Improve market share
- Grow unit volume

AmerisourceBergen is not promoting any specific product, but rather noting that pharmacies available discount to WAC on such product(s) may present a cost-savings opportunity relative to other products in the same therapeutic class.

BRx Catalog and CustomConnect[®] Promotion Program

An Omnichannel Approach

In-Person and Telesales



- 90 Field Reps focused on Community and Specialty Pharmacy Buying Groups
- 65 Health System sales leads
- Hospital Advisory Board comprised of Heads of Pharmacy / Specialty
- 50+ Telesales Community & Specialty Pharmacy Reps
- Business coaches

Personal awareness and pull-through

Direct Marketing



- Invoice Messaging
- Direct Mail
- Pharmacy toolkits (retail)
- Other

Non-personal awareness driven at time of order, through email and direct mail

Electronic Detailing



- Email Campaigns
- Website banner marketing
- ABC Order customer portal
 - Pink "B" indicator
 - Competitive price compare
 - SmartTips, pop-up hover text
 - Product-specific downloads (e.g. copay cards)



BRx Catalog CASE STUDY

Diabetes Pilot: 220 retail pharmacies (110 in pilot & 110 in control group) tested for 6 months

The Challenge

Patients and pharmacists face a lot of choice, have limited time to focus on product selection, and limited resources to solve financial barriers.

The Opportunity

To empower pharmacists during patient affordability and brand alternative discussions.

We developed the BRx catalog program to highlight a select list of products that offer pharmacies and patients potential savings and additional economic value.

The program includes functionality to access patient copay assistance programs and to easily see differential pricing versus competitive products.

The Results

Based on dispense data tracked weekly for pilot and control groups

- ▶ At 3-months, Pilot stores dispensed 20% more commercial volume
- ▶ At 3 and 6-months, Pilot stores retained more refill patients on therapy

* BRx catalog now expanded to more than 7,000 locations

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Brand Awareness CASE STUDY

BRx Catalog Call Campaign: Reached 2,592 retail pharmacies during 1-week call cycle

The Challenge

With tight schedules increased pressure on operational efficiencies, and crucial focus on patient care it is hard to get pharmacists to notice specific branded products.

The Opportunity

Create personal awareness and pull through by tapping into the relationships between our inside sales teams and independent community pharmacies. Drive brand recognition through digital display icons and hover text.

During their weekly calls, over 50 tele-sales representatives made pharmacists aware of the specific products participating in the BRx catalog. They mentioned each product by name and directed customers to our ordering platform which highlighted the products.

The Results

We saw a 300%+ lift in the number of customers who began searching for the products mentioned by tele-sales and supported digitally.

Ordering platform analytics further revealed that pharmacists searched by product name on our ordering platform and added those products directly to their shopping cart.

We continued to see a substantial lift during the seven months following the campaign.

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Invoice Messaging CASE STUDY

Autoimmune Product: 4,000 invoices, reaching over 1,000 unique customers, during 4 consecutive weeks

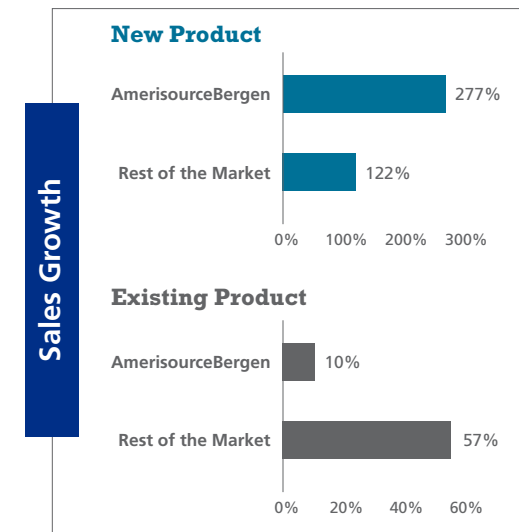
The Challenge

Promote the availability of a new product, which competed with existing treatments.

The Opportunity

Capture the attention of independent community pharmacies to create awareness and drive sales for a new product.

The Results



Results: Sales growth of new product to AmerisourceBergen customers was significantly greater than rest of the market*. Sales growth of existing product to AmerisourceBergen customers trailed the rest of the market*

*Compared AmerisourceBergen sales with IQVIA™ healthcare industry data.

Connect with Us

Learn more on how you can leverage AmerisourceBergen's expertise and network of retail and physician customers to promote your brand.

Contact **Jay** and **Celia** by sending an email to targetedpromotions@amerisourcebergen.com or learn more about targeted promotions through our multichannel program [here](#).



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