

Targeted promotions case studies

AmerisourceBergen



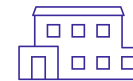
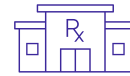
BRx Catalog program

Challenge

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

Opportunity

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

CustomConnect[®]

Better patient outcomes start here



**Product
ordering**

**Practice
management**

**Delivery
to patients**

- Highly targeted marketing programs reach the right audience to maximize product performance
- Tailored messages integrate seamlessly into customers workflow where they are engaged and ready to act
- Multi-channel vehicles deliver your brand material across all classes of trade

Maximize your brand's visibility



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

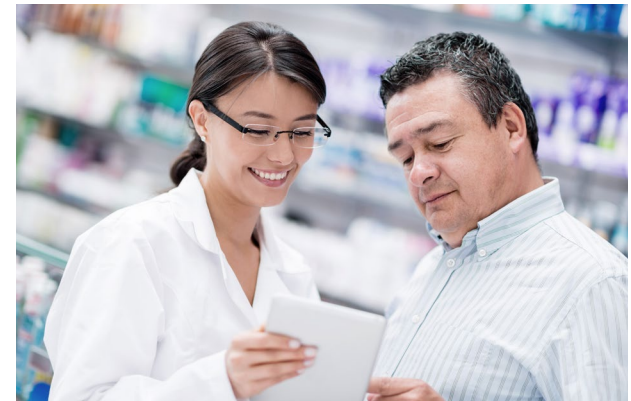


- Email Campaigns
- Website banner marketing
- ABC Order customer portal
 - Pink "B" indicator
 - Competitive price compare
 - SmartTips, pop-up hover text
 - Product-specific downloads (e.g. copay cards)

Brand catalog case study

(August 2018)

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 brand 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

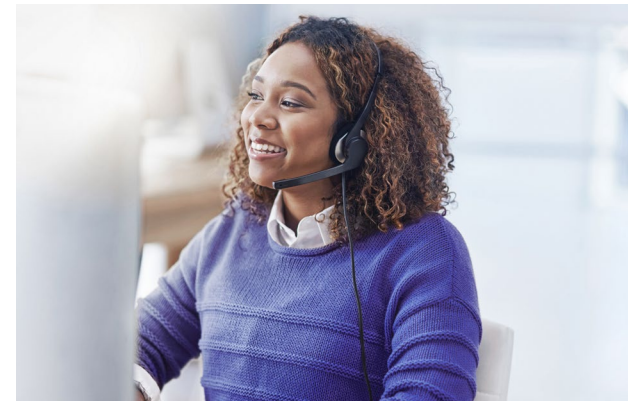
Based on dispense data tracked weekly for pilot and control groups:

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

Brand awareness case study

(October 2018)

Brand 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 brand 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.

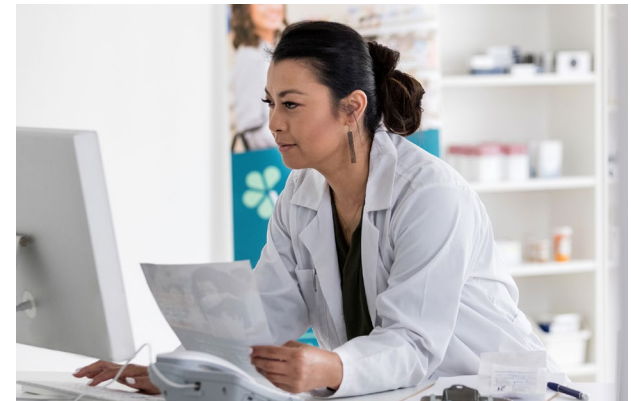
Ordering platform analytics further revealed that pharmacists searched by product name on our ordering platform and added those products directly to their shopping cart.

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

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.

Invoice messaging case study (April/May 2017)

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



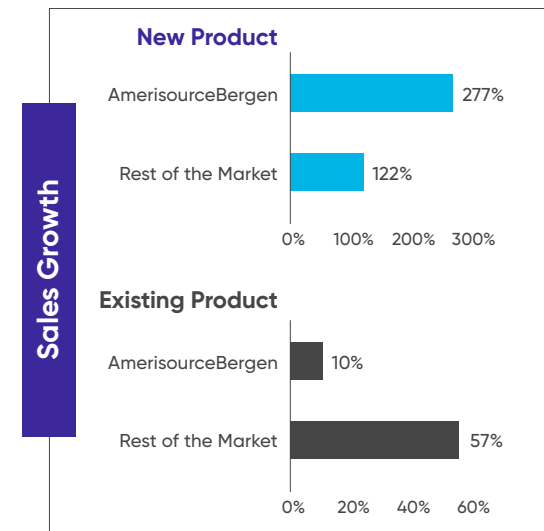
The challenge

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.

Multichannel campaign case study (September 2018)

3-month multichannel campaign for new indication
(oncology drug): reached ~1,000 historical purchasers



The challenge

Reach and educate targeted accounts about the importance of the added indication and FDA approval for a treatment for liver cancer. The product had recently gained FDA approval as the first treatment for a specific type of liver cancer.

The opportunity

Target historical purchasers and promote new indication of existing oncology drug and drive awareness and sales through a multichannel campaign approach using banner ads, email campaigns, and print advertising.

The results

- 41% sales increase during the campaign period
- Average engagement included 7.15% open rate for emails (107 total; 71 unique)
- 184 unique clicks on banner ads
- Reached ~1,000 historical purchasers of existing oncology drug and similar products

AmerisourceBergen

Contact

Shelia Rizzo

Director, Brand/Specialty Rx Marketing
srizzo@amerisourcebergen.com

Amy Illig

Senior Director, Brand, Specialty & Consumer Marketing
aillig@amerisourcebergen.com