

IQVIA Digital Couponing

Adapted to OTC Products, used in context with physicians

Digital couponing, promoted through brochures left with physicians, is a novel opportunity for manufacturers launching over-the-counter (OTC) health products to create brand awareness with consumers and physicians alike. Such programs are ideally suited to jump-starting new OTC brands that consumers may want to discuss with their physicians before purchasing.

HOW IT WORKS: A PROVEN PROCESS

Digital couponing for consumers is built on the same, proven technology IQVIA offers to pharmaceutical manufacturers for rebate programs in pharmacies. The underlying concept and the tool are the same, we've simply adapted it to a new innovative application.

One of the ways Digital Couponing programs may be applied is with brochures- bearing a unique Quick Response (QR) code – that sales reps leave with prescribers for distribution to patients. Interested consumers then scan the QR code with their mobile devices and are directed to a website. On the site, they're presented with a short survey, the details of which are customized to the manufacturer.

Upon accepting the Terms & Conditions as presented, they receive an offer for cashback from their upcoming purchase for an amount set by the manufacturer. After purchasing the product at the pharmacy, they scan their receipts and upload them to the website, which automatically activates the promised refund.

A POWERFUL, AUTOMATED CAMPAIGN

- A win-win for consumer, physician, pharmacist, and marketer
- Supports ongoing relationship with consumers
- Directs resources where they'll have the most impact
- Provides measurable return on investment

At the point when consumers upload their purchase receipt and accept the cashback offer, the system could optionally generate a payment to the recommending physician.

After the sale, the manufacturer can continue engaging with the consumer via text messages. These exchanges could, for example ask the consumer to provide feedback on the use of the product.

BIG RETURNS FROM A MINIMAL INVESTMENT

Digital couponing programs run in this way are easy to activate and can be launched in a matter of days. IQVIA takes care of generating the QR codes, setting up the website, and the programming to manage the uploads and payment generation. IQVIA's Digital Couponing solution is designed to:



Raise brand awareness

Digital couponing is an easy way to help consumers become familiar with your new brand as well as to introduce it to physicians who have high credibility with consumers.



Build consumer relationships

Because consumers are asked to provide contact information (and as dictated by the manufacturer, details about their condition or interest in the product), manufacturers have the basis for forming an ongoing relationship with consumers through loyalty programs, surveys, and cashback rewards.



Permit a straightforward ROI calculation

Because each campaign (and customer/physician touchpoint) is assigned a unique code, you can easily determine which campaigns worked and which ones didn't; confounding influences are minimized.



Easy for reps to activate

Sales reps – whether your own or those contracted via IQVIA – only need a moment of the physician's time to explain the program and leave the brochures.

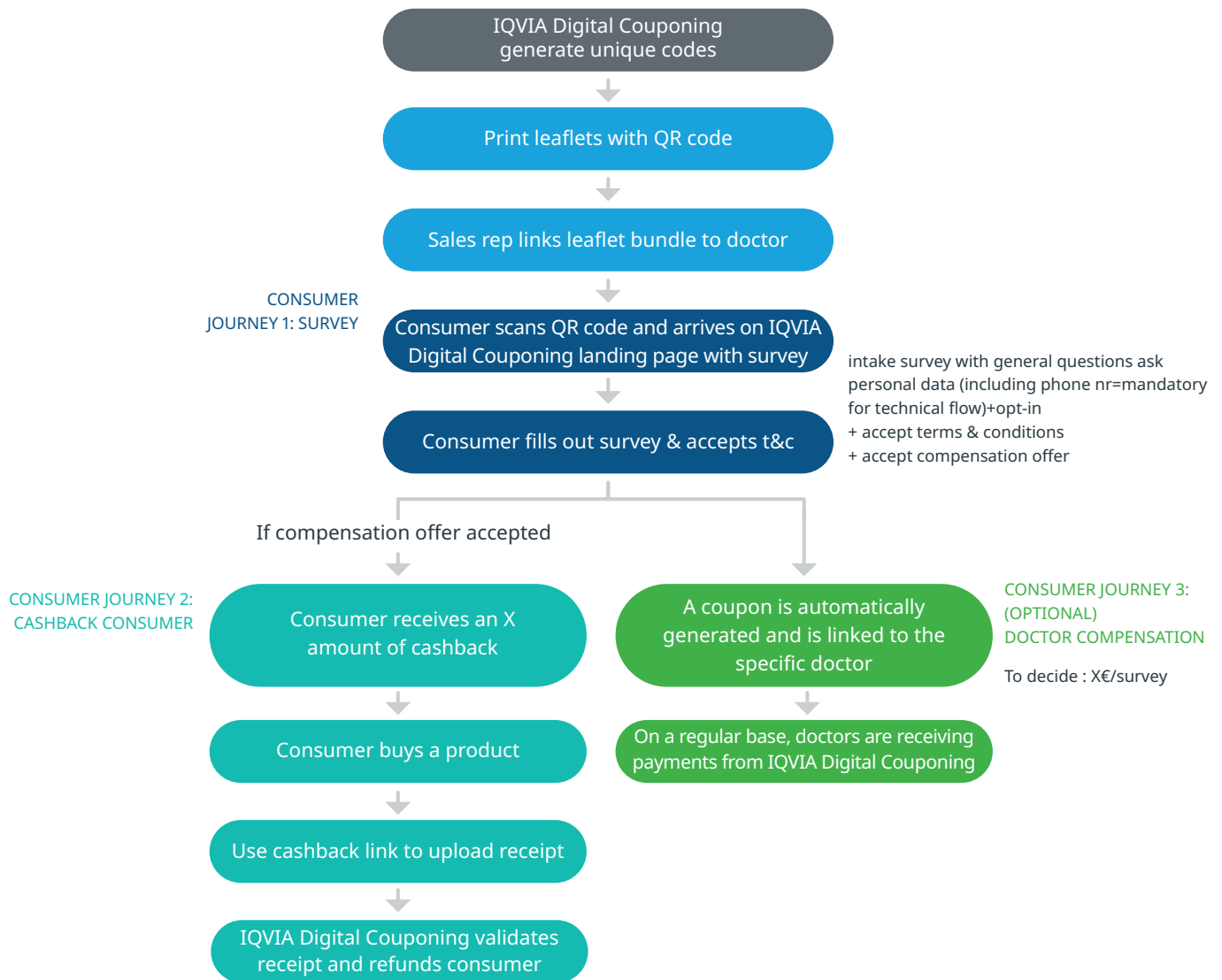


Support hyper-targeting

Ideally, you would concentrate future promotion on only those physicians who proved to be most active in discussing your brand with their patients. To determine where to target your efforts, you can pilot different campaigns in a limited setting and then use predictive analytics to determine which physicians will be prime candidates to include in the full rollout.

To learn more about how this approach to Digital Coupling could be adapted to promote your brand, please contact Patrick Van Dooren, at Patrick.VanDooren@iqvia.com.

Illustrative Example



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