Decision Pathway Segmentation™

Disruptive Behavioral Economics

Case Study: Influencing the Physicians' Prescribing Decision

BUSINESS ISSUE

– Create a new segmentation scheme to identify and prioritize physician targets during and after the introduction of three new drugs.

– Develop strategies for the brand to effectively protect and grow share among these key physician targets.

APPROACH

– Created a custom-made DPS model that identified the most important influences on physicians' prescribing decisions.

– Used prescribing influencers as the basis for the segmentation.

STRATEGIC OUTCOMES & IMPACT

– Solutions to guide messaging go-to-market strategy & tactical implementation.

– Identified unique go-to-market strategies for each target segment

– Tagged physician database with resulting segment identifiers

– Interactive simulator for real-time scenarios testing

An Award-Winning Bespoke Solution

Chairman's Award and multiple conference awards for a solution that applies strategy and insight to dramatically improved business outcomes.