

# Brand Perception Series: Physician Segmentation

*Identifying Key Market Segments to Uncover Targeted Opportunities for Current Brands and Emerging Agents*

As therapeutic markets become saturated with brand and generic competitors, marketers of emerging agents are increasingly challenged to formulate effective product differentiation and positioning strategies. Market researchers, marketers and brand teams with limited budgets are unable to perform a comprehensive analysis that includes every brand, with the level of granularity and robustness needed to craft a strategy that will target the most receptive physicians.

In response to this market need, Decision Resources created the Brand Perception Series: Physician Segmentation, a multi-client service that identifies and characterizes key segments of physicians based on how physicians choose brands. This series offers teams a fresh look at a competitive market by quantitatively analyzing physicians' perception of current and emerging brands through the lens of unique physician profiles that are based on a combination of demographic, practice-based and behavioral characteristics.

Analyst insight and analysis builds on Decision Resources' therapeutic expertise and informs clients of the reasons underlying current and emerging product perceptions across key segments. The findings are driven by extensive primary research and offer clients an unbiased, comprehensive and cost-effective solution to understanding and sizing opportunity in the competitive brand landscape.

## **The Brand Perception Series: Physician Segmentation will help you:**

- Identify and characterize key segments of physicians
- Distinguish the clinical and commercial attributes that drive brand choice among distinct physician segments
- Measure brand satisfaction, advocacy and loyalty across segments
- Identify the emerging agent attributes that physicians most desire
- Understand physician awareness and anticipated use of emerging agents
- Know the competitive market landscape to effectively differentiate and position your agent against competitors



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## **Key Benefits**

- Extensive primary research with 200-250 U.S. practicing physicians
- Comprehensive, quantitative analysis of brand perception of current and emerging brands
- Identification of high-opportunity market segments for emerging brands
- Significant cost-savings while providing a greater number of brands for comparison
- Decision Resources insight and analysis
- PowerPoint format allows for easy incorporation of data into presentations
- Custom survey options available

## **Key Users**

- Market Research
- Global Launch Teams
- Brand Management
- Marketing

## Are you already doing some of this analysis?

- Use the data as a starting point for early-stage product positioning research

*The Brand Perception Series: Physician Segmentation is a perfect 'idea generator' for teams building a product positioning strategy or trying to understand how to target specific physician segments to grow product share*

- Rely on the Brand Perception Series: Physician Segmentation as an outside validation of your own data

*Every team has brand biases: What key market trends are you overlooking with your studies?*

- Fill in gaps in your current research

*More drugs, more stakeholders, new metrics, new insight*

Brand Satisfaction Rank – Efficacy-focused specialists		Brand Perception Series									
Competitive Brand Landscape: Physician satisfaction with current brands across clinical and commercial attributes		<span style="background-color: #c6e0b4; border: 1px solid black; padding: 2px;">Highest two ranked brands</span> <span style="background-color: #d99033; border: 1px solid black; padding: 2px;">Lowest two ranked brands</span>									
Drivers of Brand Choice	Advair	Spiriva	Symbicort	Combivent	Duoneb	Singular	Brovana	Perfor-mist	Foradil	Serevent	
Effect on severity of symptoms	1	2	3	4	4	6	7	8	9	10	
Effect on breathing	1	2	3	4	4	7	8	6	9	10	
Effect on frequency of exacerbations	1	3	2	6	6	4	5	8	10	9	
Long-term safety record	4	1	6	2	2	8	9	7	10	5	
Dosing frequency	3	1	4	9	9	7	5	6	8	2	
Onset of action	7	8	3	1	1	5	6	4	9	10	
Familiarity/comfort with the drug	1	2	5	3	3	10	8	6	9	7	
Delivery device	1	4	8	6	6	5	9	10	3	2	
Dosage formulation	1	3	4	8	8	6	10	5	7	2	
Out-of-pocket cost to patient	8	6	10	1	1	7	5	3	4	9	
Risk of drug interactions	2	1	6	3	3	7	9	5	10	8	
Risk of lung infections	10	1	6	2	2	4	7	5	9	8	
Reimbursement restrictions	5	3	7	1	1	10	9	4	6	8	
Risk of chronic bronchitis	2	1	3	4	4	6	8	7	9	10	
Risk of minor side effects	9	1	6	2	2	7	8	5	10	4	
<b>Brand Satisfaction Rank:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	

Ranks (1-10) were determined for each attribute, in descending order, where 1 = brand with highest score and 10 = brand with lowest score.

**Brand Perceptions in Chronic Obstructive Pulmonary Disease** © 2010 Decision Resources, Inc.

## Sample questions Brand Perception Series: Physician Segmentation can help answer:

- What are the key demographic, practice-based and behavioral characteristics of each physician segment?
- What drives brand choice? Does this vary between key market segments?
- How do physicians perceive your brand's strengths and weaknesses versus your competitor's brand?
- Which brands have the strongest advocates in the marketplace? Are your key purchasers loyal? Do they plan to continue to prescribe and use your brand?
- Are physicians aware of emerging brands? Which brand will have the largest impact on prescribing trends?
- What attributes do physicians desire in an emerging agent?
- In what type of patients do physicians plan to prescribe emerging agents? Which segments of physicians will be early adopters of emerging agents?

**For more information,  
contact us:**

In the U.S.: +1 781 993 2500

In Europe: +32 2 357 0610

In Japan: +81 3 5401 2615

Or e-mail: [information@dresources.com](mailto:information@dresources.com)

[www.DecisionResources.com](http://www.DecisionResources.com)

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