

Pharmacia Corporation Anatomical Models Boost Brand Recognition



Type of Company:

Pharmaceutical manufacturer

Concerns:

Effectiveness of anatomical models in increasing drug sales

"After 23 years, I never saw an anatomical model in the closet." Jeffrey Simpson is the Director of Global Marketing Training at Pharmacia Corporation, a pharmaceutical manufacturer of Celebrex®, Xanax® and Detrol® and many other products. Simpson has 23 years of experience in sales and marketing in the pharmaceutical industry, both in and outside the U.S.

What's the best stage in marketing a new drug to introduce an anatomical model?

"An anatomical model can be used at any stage in a marketing campaign. The model could include the brand name and manufacturer on its base. Anatomical models are left out in physicians' offices where they are visible and used frequently. Because they can be branded with a product name, the physician will frequently see it and be reminded to prescribe that drug, thus increasing usage of the new drug."

How does a physician use an anatomical model?

"Models of joints can be used to demonstrate the benefits of using a non-steroidal, anti-inflammatory drug for arthritis. A physician can show the patient a model of a healthy joint and another one with osteoarthritis and describe what's causing the joint pain and how medicine like Celebrex might work to alleviate the pain."

Have you previously used anatomical models?

"Yes. When I was a Group Manager, we had an estrogen product that was indicated for prevention of osteoporosis. We distributed anatomical models to physicians who were high subscribers of our brand. We wanted a practical, high-quality reminder of our brand in their offices."

"One of the advantages of an anatomical model is that physicians like to use them. Part of their role as a resident is to teach other residents and interns. I think physicians genuinely like to teach people. So, they can use an anatomical model to teach their patients, which enhances their credibility in the eyes of the patients, while putting the brand name of the product in front of them."

"After 23 years, I never saw an anatomical model in a closet. They are always in an exam room, on the physician's desk or displayed somewhere in the office and getting lots of exposure. By targeting physicians who are loyal to your brand, you can provide them with a highly-valued, practical educational tool that also reminds them to prescribe your brand."

When would you use an anatomical model rather than an anatomical chart?

"It depends. If you are focusing on a particular organ or bone, a model may be more appropriate. An anatomical chart usually shows the whole body or the whole abdomen. If a patient were going in for a colonoscopy, for example, the physician may show a diagram of the abdomen to indicate to the patient where the colon is in relationship to the organs and how far the scope will be inserted into the colon during the procedure. An anatomical model would be more appropriate for demonstrating the size of the organ and where the disease is in the organ."

How do you decide on whether to use a model to promote a drug or something like a coffee mug?

"If I call on my internist and bring a branded mug, he or she is going to thank me, set the mug down on the counter next to the coffee machine. It may get used and act as a reminder for a time. But soon it gets misplaced, your competitor leaves a newer, shinier one and the physician may never see yours again. If I bring the physician a high quality anatomical model, the reaction is more, 'Wow, I can really use this!' The physician will display it in an exam room where it can be frequently seen and used to educate patients. The model has a higher perceived value in the eyes of the physician."

"I believe that a high quality anatomical model is more apt to be displayed and frequently used by physicians with their patients. They have real staying power as a reminder item for your brand."

Client Reorders

2 Hands then 3 Joint Models

