



# **Design Market Segmentation Models as a Platform for Patient-Centered Outreach Initiatives**

Presentation for The Center  
for Business Intelligence

June 25, 2007

# Agenda

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- 1 Basic Concepts
- 2 Learn How to Most Effectively Gather Patient Data for Use in Patient Segmentation
- 3 Utilize Effective Models in Segmenting
- 4 An Introduction to the Latest Applications of Decision Modeling to Power Message Development
- 5 Understand How to Leverage an Insight into Market Heterogeneity and Powerful Messaging Strategies
- 6 “Put it All Together” to Create Truly High Impact Patient-Based Initiatives

# What is patient market segmentation?

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- Identify the groups of patients in the market that differ from each other
- Profile what characteristics these subgroups possess
  - Identify who they are
  - Comprehend how they think
  - Determine how they behave
- Understand the size of these patient groups and the value these segments present to your business
- Who should I go after and who should I avoid?
- How should the market strategy change based on the different segments
- What messages do these different groups want to hear

## Why should I care?

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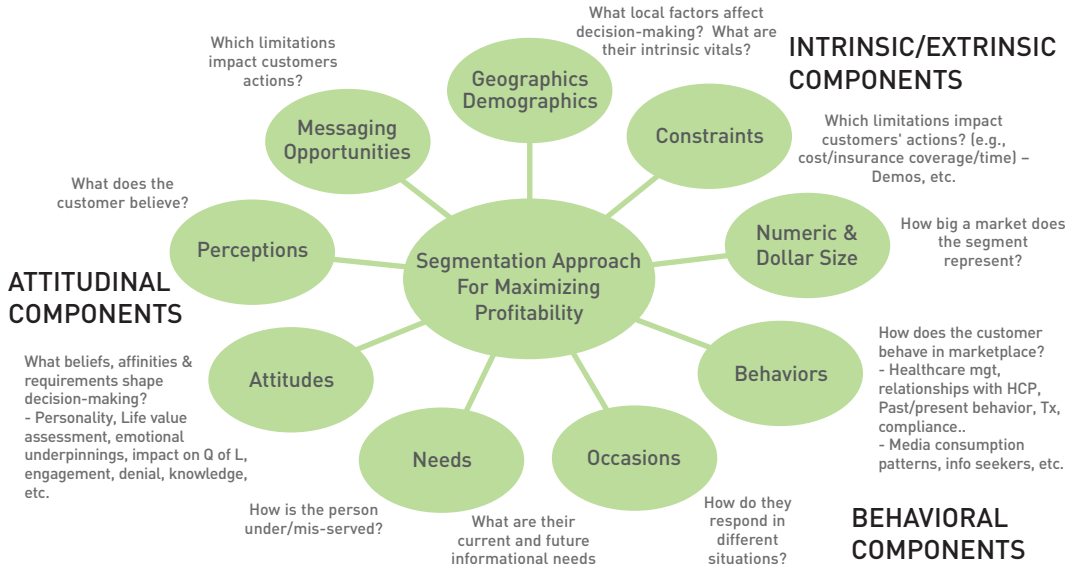
- **Patients are becoming more desensitized to mass marketing initiatives.**
  - The question is no longer what the product does but what the product can do for me?
- **In an increasingly competitive environment, efficient use of marketing spend is essential to success.**
  - In a \$2B market, every 1% share change is worth \$20mm

# How can I properly execute a patient-based market segmentation?

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- Learn what information to collect
- Discover how to properly gather the appropriate patient data
- Use knowledge of the therapeutic arena to shape the patient segmentation
- Utilize robust statistical techniques to determine the patient segments
- Change the market strategy based on the different segments
- Create the appropriate messaging to these different groups
- Develop the patient-based initiative to achieve the greatest market penetration

# It is necessary to collect all the appropriate information to properly segment the therapeutic category



# Areas of Exploration

## - Attitudinal Elements

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- Personality / Life Value Assessment
- Emotional attributes associated with various stages of the disease
- Specific attitudinal batteries on disease experience
  - Impact on QoL
  - Systemic Impact on Other Family/Friends/Caregivers
- Stress & Coping Inventory
- Awareness and Perceptions of Brands
- Awareness/perceptions of patient education materials

# Areas of Exploration

## - Behavioral Parameters

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- **General Healthcare Behaviors**
  - Frequency of doctor visits
  - Frequency of doctor visits
  - Likelihood of preparing/researching before asking a doctor's opinion on a topic
  - Likelihood of researching a topic after asking a doctor's opinion
- **Patient Flow Dynamics/Schedule (Initial Symptoms to Dx to Tx)**
- **Communication Patterns with Physicians**
- **Management/Treatment (Past – Current)**
- **Therapy Adherence/Compliance**
- **Lifestyle Habits**
  - In general and modified (Past vs. Current)
- **Media consumption patterns/Information-Seeking Behavior**

# Areas of Exploration

## - Intrinsic/Extrinsic Elements

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- **Demographic Profile**

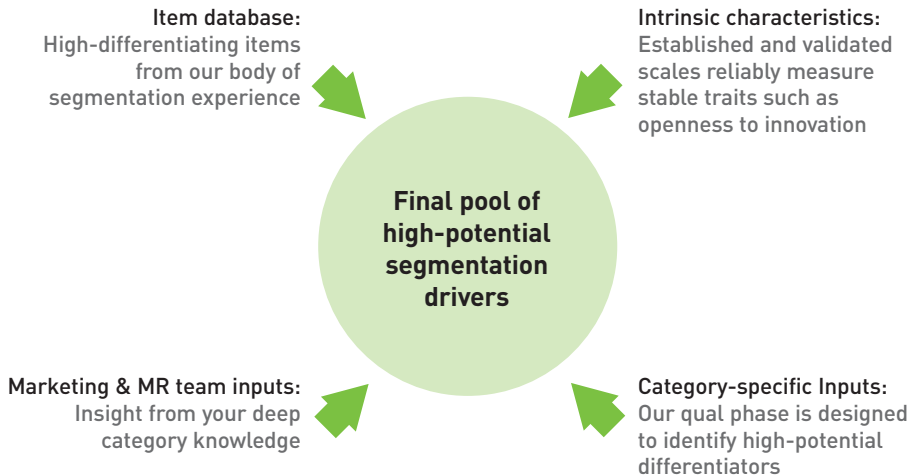
- Age, gender, race, culture, income, family profile, geography, etc.

- **Healthcare Metrics**

- Comorbids, Family History, Insurance Coverage, etc.

# The key to a designing segmentation is identifying high-potential items to drive the solution

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# To create powerful segmentation schemes, use only the best inputs and most powerful science

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- **Begin with high-potential inputs**
  - Proven differentiators
  - Validated scales
  - Category and brand-specific items
- **Finalize with the only best inputs**
  - The most differentiating
  - Those linked to increasing revenue potential
- **Use best-practice marketing science along with marketing savvy to find the best solution**

# Use both qualitative and quantitative market research to make the most of a set of high-potential segmentation drivers

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**Qualitative:  
Find the  
Drivers  
of  
Differentiation**

## **Qualitative Exploration:**

- Identify most important and differentiating attributes
- Understand sources of disagreement and differing points of view
- Generate hypothesized segments

**Preparatory  
Analysis:  
Segmentation  
Driver  
Evaluation**

## **Determine Best Segmentation Inputs:**

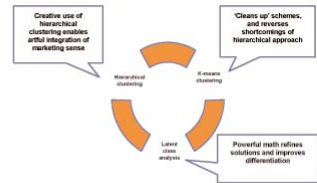
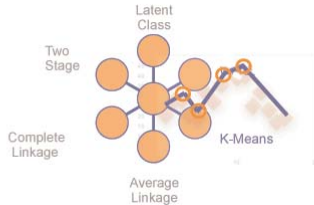
- Quantitative evaluation of differentiating power of attitudes and behaviors
- Understanding link between segmentation drivers and revenue drivers
- Pairing down of attributes using ability to differentiate and to drive revenue

**Quantitative:  
Focused  
Segmentation**

## **Determine Optimal Segmentation Solutions:**

- Determine optimal segmentation solution for your marketing needs
- Segment based upon proven differentiators that drive revenue
- Segment based upon validated measures

# The quantitative phase casts a wide net, but identifies segments using only the most powerful differentiators



## Questionnaire measures a wide variety of potential differentiators

- ~125 potential variables
- Rasch triplet scaling ensures accuracy and keeps length manageable

## Proprietary techniques identify most powerful variables for segmenting

- Differentiation Power Analysis identifies most differentiating variables (~60 variables)
- Outcome linking CAPL regression identifies high-impact differentiators (<~40)

## Iterative segmentation technique blends the best art and science

- 2 stage clustering approach allows crafting solutions to market need
- Latent class analysis ensures most powerful science applied

# Utilize data collection techniques, such as Rasch scaling, to efficiently quantify the power of a broad range of potential differentiators

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Respondents choose statements they agree with most & least from a set determined by experimental design

	Agree Most	Agree Least
Attitude 1	X	
Attitude 5		
Attitude 47		X

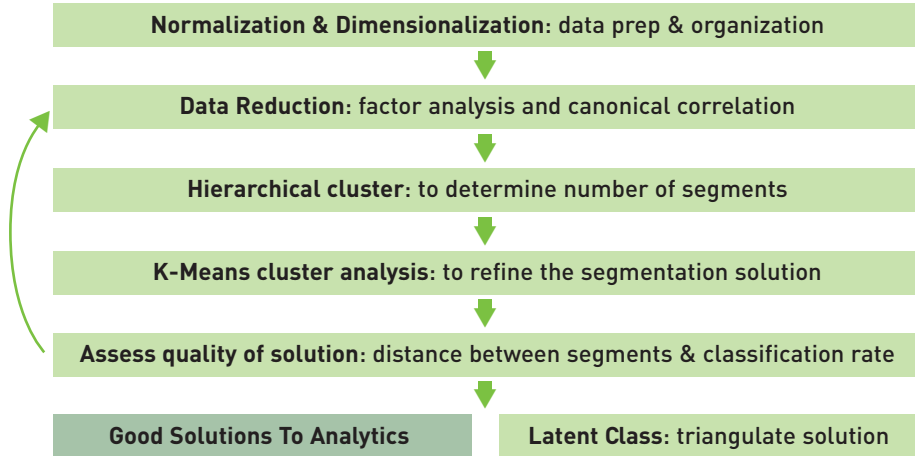


Enables rapid evaluation of many segmentation variables

Produces attitude agreement scores for each respondent

# Methodological Approach to Segmentation

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# Access to the target segments

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## Survey Based

Uses attitudes, opinions, interests to assign new respondents to segments

- Requires classification by asking questions



**Discriminant-function  
analysis**

**C&RT**

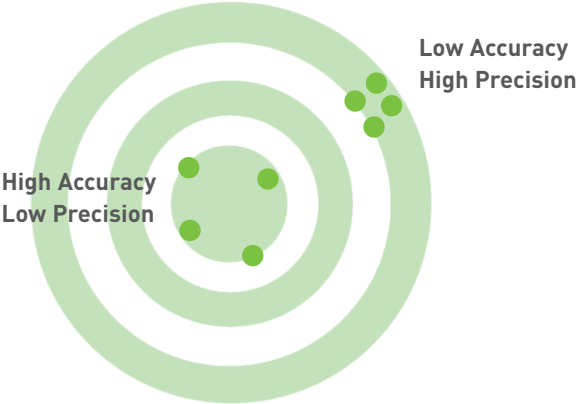
## Data Based

Uses data that you already have to classify entire patient population

- Requires sales-reps to react to tagged list

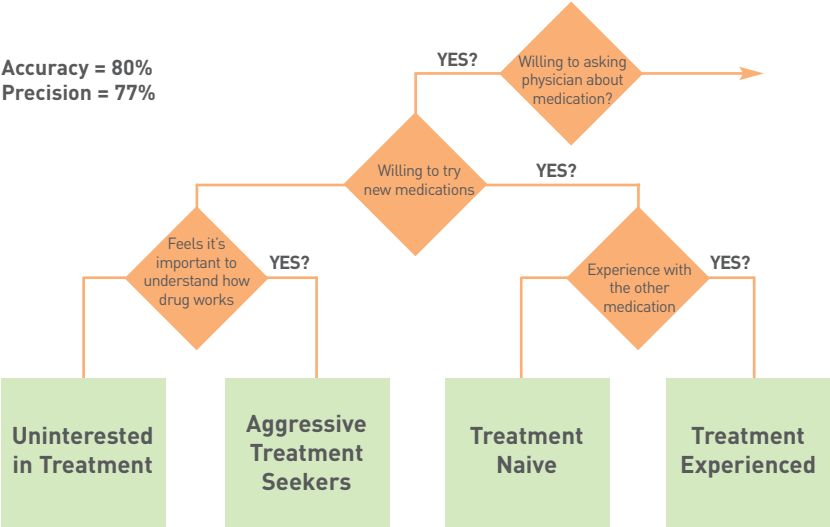
# When selecting a classification scheme, it is important to choose a method with both accuracy and precision

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# Tree-based analyses like C&RT provide easy to follow algorithms that classify with good accuracy

Accuracy = 80%  
Precision = 77%



# Discriminant function analysis sometimes provides better accuracy, but requires an interactive simulation tool

Accuracy = 86%

Precision = 82%


## Classification Tool

Friday, May 25, 2007

Treatment Awareness	<input type="text" value="There needs to be more education regarding treatment"/>	▼
Treatment Diagnosis	<input type="text" value="I am aware of the characteristics when testing for treatment"/>	▼
Treatment Testing	<input type="text" value="I try several OTC treatment options before testing for treatment"/>	▼
Barriers of Therapy	<input type="text" value="The cost of therapy plays an important role in my treatment choice for treatment"/>	▼
Physician Influence	<input type="text" value="I rely on my doctor in the area of treatment diagnosis and treatment"/>	▼
Treatment Options of Treatment	<input type="text" value="I know there is an effective therapy for treating treatment patients"/>	▼
Role of Doctor	<input type="text" value="I consider conversations with doctor to be time well-spent"/>	▼

Segment Placement	Probability of Existence
Uninterested	3.0%
Aggr Tx Seekers	97.0%
Tx Naive	0.0%
Tx Experienced	0.0%

Final Classification: Aggr Tx Seekers



# Target Messaging

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- Helps determine the best elements for brand identity
- Builds optimal message platforms – ensures that you are communicating the best of the best
- Integration of advanced quantitative rigor to message optimization
- Ensured ad agency is working with the highest potential message elements

# Key value proposition - extends the current best practice

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## Old way uses only qualitative research

- 1 Get team together and think up best concepts to test
- 2 Specify elements in concepts in exact order
- 3 Prepare 4 to 6 concepts
- 4 Use IDIs and focus groups to determine winner

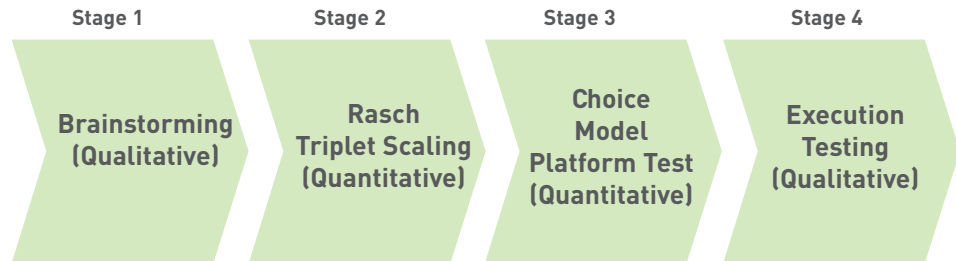
## New way adds quantitative research

- 1 Get team together and think up every conceivable element
- 2 Use **Rasch Triplets** to **quantify** which elements are best
- 3 Use **Discrete Choice Platform Test** to **quantify** which platforms are best
- 4 Use IDIs and focus groups to determine winner

**The old way gives you the best of what might be a bad lot.  
The new way makes sure the winner is the best of the best.**

## Consists of 3 stages

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- Market exploration
  - Message element generation
- ➡
- Prioritize list of message elements
- ➡
- Evaluate full message concepts
- ➡
- Test executions

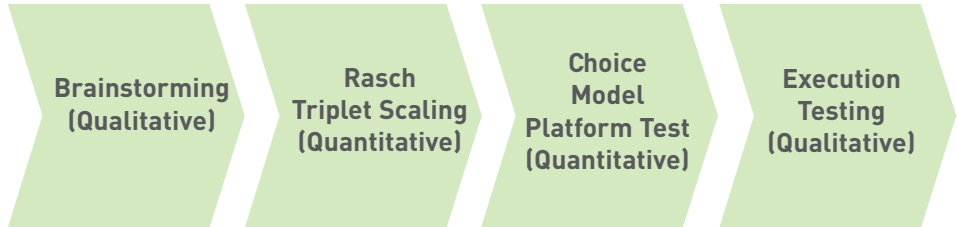
# Help determine the best elements for brand identity

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- In ways that are intuitive to ad agencies:
  - Key Benefits
  - Additional Benefits
  - Reasons to Believe
- Combining the extent to which elements are:
  - Motivating
  - Believable
  - Unique

## Stage 2a: Determine High\Impact Elements Using Head-to-Head Comparisons

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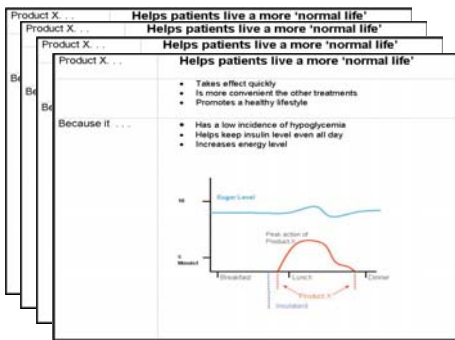
## Stage 2b: Discrete Choice Platform Test

Brainstorming  
(Qualitative)

Rasch  
Triplet Scaling  
(Quantitative)

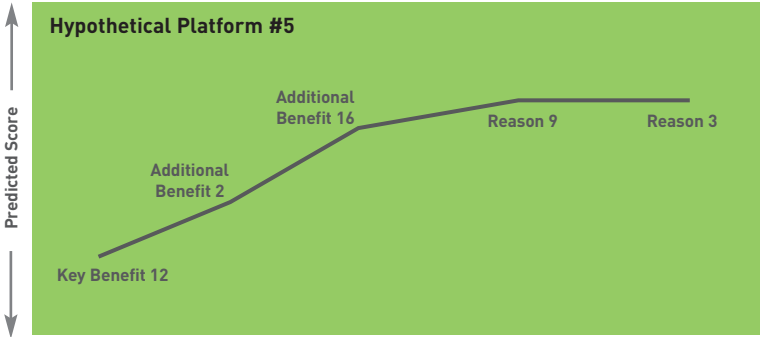
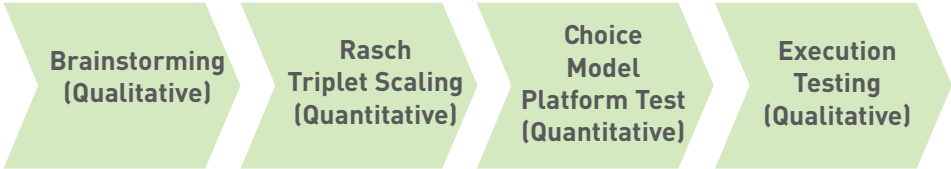
Choice  
Model  
Platform Test  
(Quantitative)

Execution  
Testing  
(Qualitative)



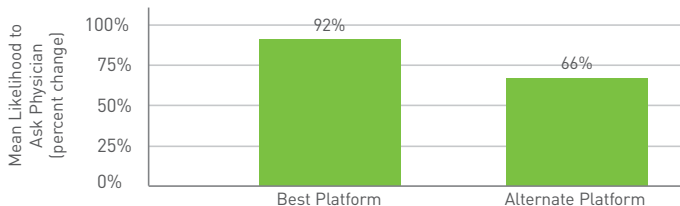
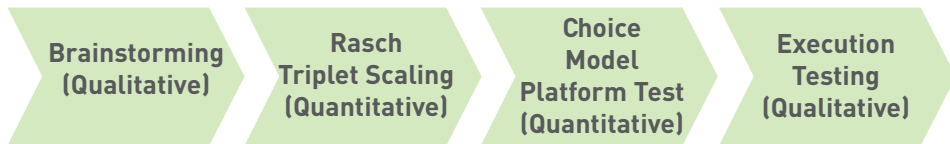
- 1 Believability Ratings
- 2 Uniqueness Ratings
- 3 Likelihood to Ask Doc

# Message Modeling



Platform 5 has nearly maximum appeal with only 4 message elements

# Optimal Platform



<b>Key Benefit:</b>	Promotes a healthy lifestyle	Is cost effective
<b>Additional Benefits:</b>	Increases energy level Does not cause weight gain Improves cholesterol profile	Controls blood sugars for 24 hours Reduces incidence of cancer
<b>Reasons to Believe:</b>	Phase III Efficacy Phase III Safety	Cost / Benefit Analysis

## Deliverables should be...

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- Message Platforms prioritized
- Essential message components identified
- Ideal message configurations identified
- Ability to test all possible message platform configurations

**Ensure that you will deliver a  
message that is on target**

# Overview

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- Understand what data needs to be collected
- Learn how to most effectively gather patient data for use in segmentation
- Utilize effective statistical method when segmenting
- Classify patients into their segments with accuracy and precision
- Use decision modeling to power message development
- Choose the optimal message platform appropriate for each segment

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Thank You

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Questions?

The logo features a large, solid green square. A white horizontal rectangle is positioned across the middle of the square, overlapping it. The word "ziment" is written in a lowercase, sans-serif font across this white rectangle. The letter "z" is green, while the remaining letters "iment" are black.

ziment