

THE SUCCESSFUL PRODUCT MANAGER'S HANDBOOK

Contents

VOL. I SECTION II: LIFECYCLE MANAGEMENT

- 5 **Start Earlier, Sell More, Sell Longer**
Companies that reshape their products' lifecycle curves will not only live long, they'll prosper.
by Richard Daly and Mick Kolassa

VOL. I SECTION III: BRANDING

- 14 **Ask the Experts**
Novartis CEO Thomas Ebeling and seven marketing experts tell us if it makes sense to use consumer goods branding strategies in pharma marketing.

VOL. I SECTION IV: BRAND PERFORMANCE

- 20 **Crossing the Great Divide**
Integrating physician and longitudinal patient data paints the truest picture of product use in the market.
by Kathy Blankenhorn and Lisa Stockwell-Morris

VOL. I SECTION V: CLIENT-AGENCY RELATIONS

- 29 **Connecting on Creative**
Save time, money, and the headache of long reviews by using some basic processes and planning tools.
by Joanna Breitstein

VOL. I SECTION VI: CME

- 38 **New Directions in Medical Education**
Pharma shouldn't miss out on four new ways to conduct valuable medical education activities.
by Sharyn Lee

VOL. II SECTION I: BUDGETING

- 47 **Start at Zero**
Don't base your budget on last year's numbers or on your competitors' spending—run your own race.
by Susan Hempstead, Stratagem Healthcare Communications

VOL. II SECTION II: RESOURCE ALLOCATION

- 51 **Think First, Spend Better**
Take your time, do it right—and make sure to tap into the internal corporate resources you didn't know you had.
by Terrell Herring, Ventiv Health

VOL. II SECTION III: MARKET RESEARCH

- 56 **Real-Time Response**
Doctors' prescribing habits can change in a flash—a new tool may help your team keep up with them.
by Nancy Lurker, ImpactRx

VOL. II SECTION IV: BUSINESS INTELLIGENCE

- 61 **Information Into Action**
Use your data overload to improve sales and marketing.
by Julie Hall, Unisys

VOL. II SECTION V: PRODUCT LAUNCHES

- 65 **Building Brand Value**
Focus less on products' benefits and messages and more on their value for a more successful launch.
by Roger Green, Roger Green & Associates, and J. Martin Jernigan, RPh, Aventis Pharma

THE SUCCESSFUL PRODUCT MANAGER'S HANDBOOK

VOL. II SECTION VI: BRANDING

74 Q&A: Product Names

Marketing experts explain why it is that pharma hasn't yet begun to use singular global brand names.

by Sibyl Shalo, Senior Editor

VOL. II SECTION VII: MANAGED CARE

78 Waiting for the Clampdown

A survey of 50-plus MCOs reveals that pharma cost-cutting continues to be top priority.

by Tom Hayes, New England Consulting Group

VOL. II SECTION VIII: PATIENT EDUCATION

83 (Huge) Untapped Opportunity

It's not news that US Hispanics wield more buying power than ever—that pharma still hasn't reached them is.

by Mark Bard, Manhattan Research

VOL. III SECTION II: PRODUCT LAUNCHES

84 The Couch and the Airline Seat

What's the one thing that the pharma can learn from the airline industry? Urgency.

by Kashif Chaudhry and Jaime Cyr, Clarescent

VOL. III SECTION III: BRANDING

90 Right-Brained Research in a Left-Brained World

A case study shows how effective promotion creates emotional links between customers and products.

by Skip Thurnauer, Torre Lazur Chicago

VOL. III SECTION IV: LIFECYCLE MANAGEMENT

96 Expert Q&A: Product Loyalty

Three experts offer their advice on how to make customers adopt a brand—and stick with it.

VOL. III SECTION V: MARKET RESEARCH

100 How They Spent the Holidays

Physicians' reports of details, scripts, and sampling during the fourth quarter of 2004 offer a glimpse into what happens when reps leave the field.

by Sibyl Shalo, Senior Editor

VOL. III SECTION VI: MANAGED CARE

105 Managed Care: Confidential

Medical directors have their own ways of making decisions. Here's a glimpse of how they think.

by William J. Febbo, MedPanel

VOL. III SECTION VII: MULTICULTURAL MARKETING

112 The New No-Majority Rules

By mid-century, there will be no majority in the US population. How will pharma keep up?

by Melissa Segars

VOL. III SECTION VIII: BACK PAGE

117 Doctors Behind Bars

Is there a niche market in the corrections system? Research shows that inmates' medical needs are huge and unmet, so who knows?

by Joanna Breitstein, Senior Editor

VOL. IV SECTION II: SAMPLING

118 Crimes in the Closet

With OIG cracking down on sampling practices, pharma firms are forced to justify their intentions.

Steve Tarnoff, The Franklin Group

VOL. IV SECTION IV: KEY OPINION LEADERS

123 Hidden in Silos

With no formal tracking systems in place, companies are using the same key opinion leaders over and over again. And it won't be long before OIG catches on.

Kashif Chaudry and Anne Love, Clarescent

THE SUCCESSFUL PRODUCT MANAGER'S HANDBOOK

VOL. IV SECTION III: COMPLIANCE

128 **Orchestrating Compliance**

Incorporating compliance into company culture helps officers anticipate—not just react to—the constant regulatory changes facing industry. *Andy Bender, Noah Shannon, and Judith Braun-Davis, Polaris Management Partners*

VOL. IV SECTION V: PHARMACOECONOMICS

135 **The Big Picture**

You may have more control over which drugs make health plans' formularies than you think. *Jill Van Den Bos, Milliman*

VOL. IV SECTION VI: CLIENT-AGENCY RELATIONS

140 **Agencies to the Rescue**

New PhRMA guidelines and industry scrutiny have clients turning to their agencies for help. *Alana Klein, Senior Associate Editor*

VOL. IV SECTION VII: BACK PAGE

145 **Physician Frustration**

New research reveals what doctors really want from interactions with sales reps. *Christopher Lisanti and Pat Pesanello, BusinessEdge Solutions*

VOL. V SECTION II: E-MARKETING

146 **E-Marketing at the Tipping Point**

In order to be successful, marketers need to tip the scales towards something that is truly phenomenal. *David L. Stern, Serono*

VOL. V SECTION VII: ADVERTISING

151 **The Low Cost of High Impact Ads**

Point-of-sale ads are an effective and inexpensive alternative to traditional DTC advertising. *Barbara Orr and Gary Beresky, Poretta & Orr*

VOL. V SECTION III: COMPLIANCE

156 **The New Competitive Edge**

Integrating compliance procedures is expensive, but companies can't afford not to. *Wayne L. Pines, Apco Worldwide*
Ilyssa Levins, HCIL Consulting

VOL. V SECTION IV: REGULATIONS

161 **The Fair and Balanced Road of DTC**

False and misleading information is all too common in DTC ads. Here's a glimpse of what not to do, straight from the horse's mouth. *Lesley Frank, FDA*

VOL. V SECTION V: INTELLIGENCE

163 **Forward-Looking Intelligence**

To get ahead, pharma companies need to be proactive in responding to competitors. *Bill Fiora, Outward Insights*

VOL. V SECTION VI: PATIENT BEHAVIOR

168 **Feelings Outweigh Facts**

When it comes to choosing prescriptions, consumers value how drugs make them feel over how they can actually help them. *David Rees, Health Strategies Group*

VOL. V SECTION VIII: BACK PAGE

174 **Doctors With Attitudes**

To find out what physicians value most, ask them. They care much more than you think. *Barbara Winkelman, CME*

VOL. VI SECTION II: ADVOCACY

175 **Pharma's Advocacy Dance**

It takes more than fancy footwork to ensure you and your non-profit partner are moving to the same beat. *Michael Durand, Ogilvy PR Worldwide*

VOL. VI SECTION III: MARKETING

180 **Launch on a Budget**

Two case studies illustrate how spending decisions made before launch can help characterize a drug's success. *Eric Bolesh, Cutting Edge Information*

THE SUCCESSFUL PRODUCT MANAGER'S HANDBOOK

VOL. VI SECTION IV: COMMUNICATION

- 186 Watch Two iPods and Call Me In the Morning**
Podcasts are changing healthcare communications. Here's what product managers need to know.
Grant Winter, The Manhattan Bureau

VOL. VI SECTION V: AGENCIES

- 190 Make Beautiful Music Together**
Coordinating projects with multiple agencies doesn't have to be a chore.
*Megan Svensen
Marina Maher Communications*

VOL. VI SECTION VI: BACKPAGE

- 195 Judge a Drug By Its Cover**
Who says looks don't matter? The right packaging can make all the difference.
*Nancy MacCreery
MeadWestvaco Healthcare Packaging*

VOL. VII SECTION II: STRATEGY

- 196 Prescription for Change**
Tips on how to keep your drug afloat in an increasingly crowded market.
Daniel Rehal, Takeda Pharmaceuticals

VOL. VII SECTION III: INTERNET MARKETING

- 202 More Than a Measure**
What is your company doing to get its best return on its online investment?
Stephen Gerard, TG&S Advisors

VOL. VII SECTION IV: PRODUCT LAUNCHES

- 207 No Time to Delay**
It takes detailed roadmaps and coordination with external partners to successfully launch a brand on time.
Tim Noffke, IPM

VOL. VII SECTION V: CLIENT-AGENCY RELATIONS

- 212 Seize the Moment**
Here are six steps to establish a healthy partnership with your agency.
Robin Shapiro, Corbett Accel

VOL. VII SECTION VI: BUSINESS INTELLIGENCE

- 216 Tales of Terrabytes**
BI systems improve efficiencies, accelerate product adoption, and help you get ahead of the game.
*Bonnie Rishell, ProLink Services
Archie Anderson, ROI2*

VOL. VII SECTION VIII: BACKPAGE

- 220 Late in the Game**
Reasons why investment in late-phase spending is good for your brand.
*Elisa Cascade and Randall Hurban
Quintiles*