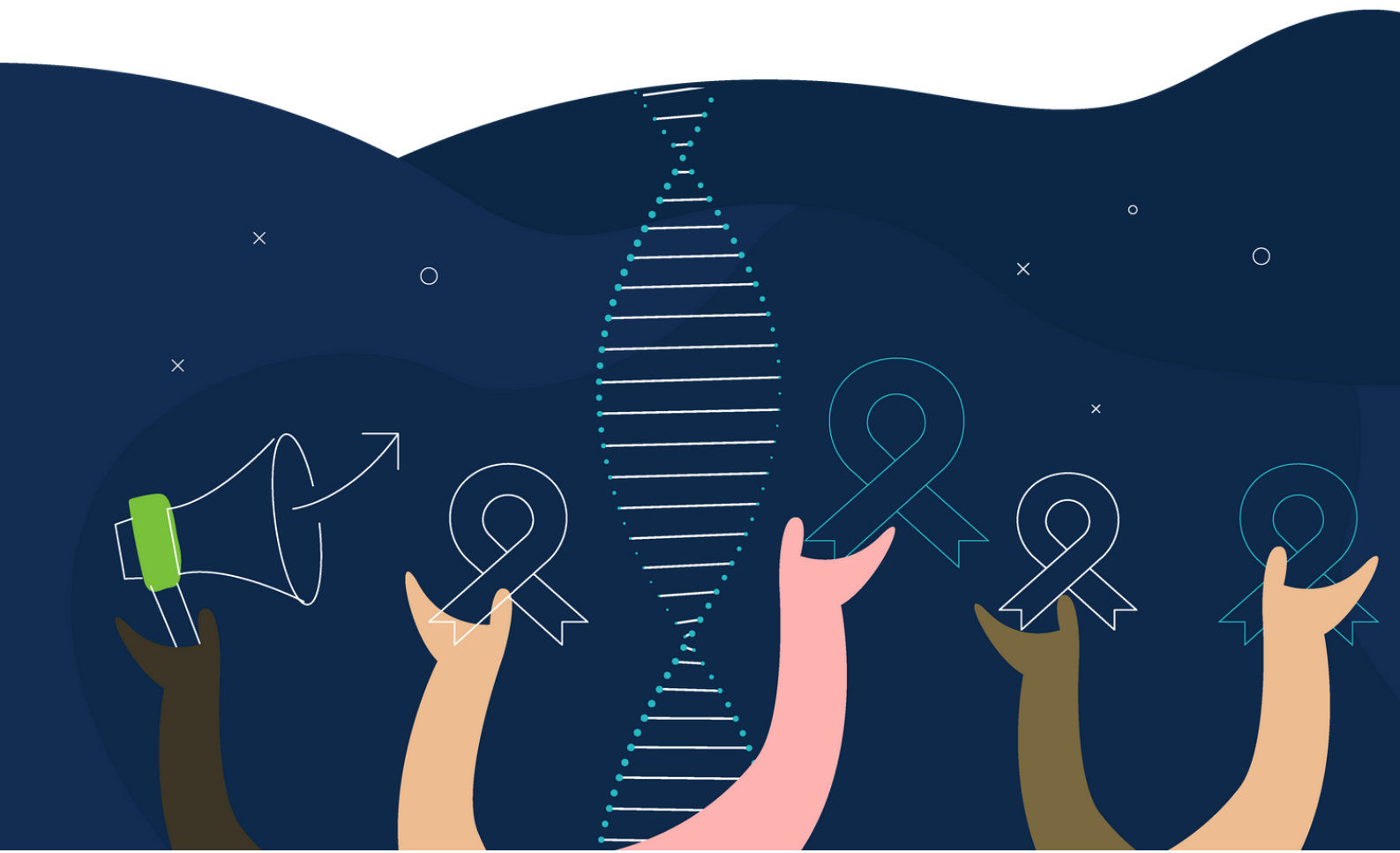


A WHITE PAPER ON

The Three Keys to Memorable Oncology Promotional Messaging



Today's oncologists are besieged with information. A steady stream of emails, texts, and other electronic notifications compete with an avalanche of scientific papers and journals demanding to be read—all wedged between patient visits. That creates an enormous hurdle for you as a pharma marketer trying to promote your oncology brand.

You need a message that matters—and a story that will both inspire and engage your target healthcare providers (HCPs). ZoomRx can help.

Over the past 2 years, we used ZoomRx's Message Benchmarks to analyze >30,000 interactions between HCPs and the sales representatives for 500+ oncology brand messages. We discovered:

- How long a message should be
- How data points should be integrated into promotional messages
- How brand stories combine messages to create a compelling value proposition
- Which messages can be delivered in combination or sequence

This white paper uncovers the three keys to crafting impactful messages for your oncology brand—messages that will maximize brand awareness and increase prescription rates.

Maximize the Impact of Your Oncology Promotional Messaging

Just as there is fierce competition for HCP's attention, there is also fierce competition among oncology brands. This makes it even more essential for pharma marketers to develop an impactful messaging strategy for their brands.

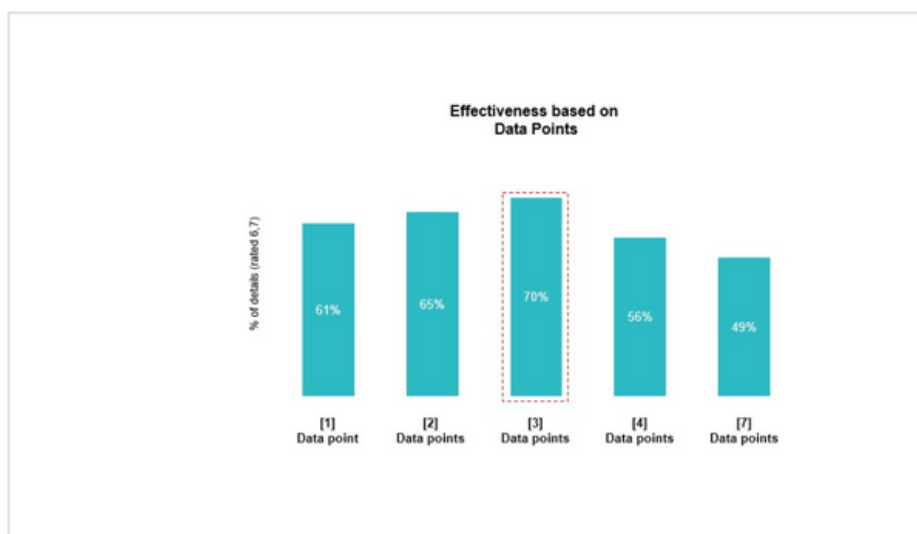
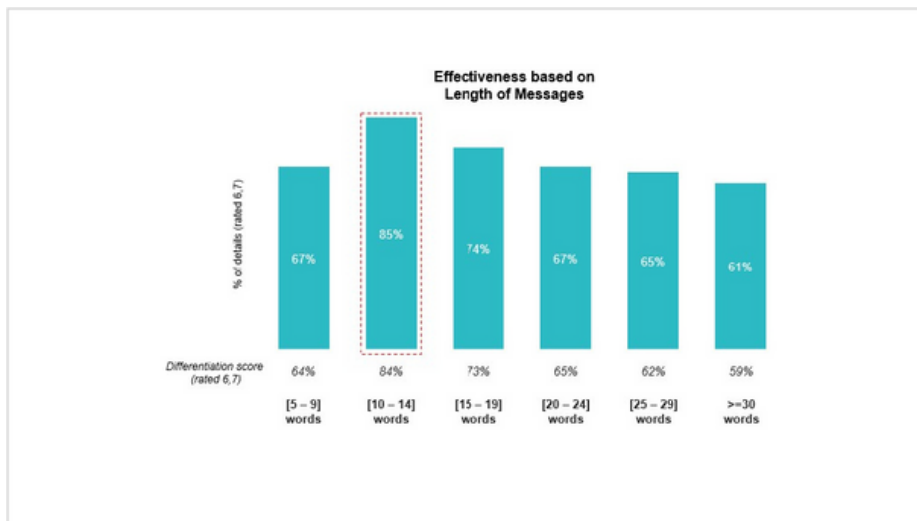
ZoomRx analyzed a range of personal promotion interactions—in-person, video conference, and telephonic—between HCPs and sales representatives. We identified the three factors shared by the oncology brand messages that generated maximum positive impact on HCPs.

1. Keep it short and include data

Our research confirmed what we all intuitively know: No HCP has the time to read a long, detailed promotional message. Shorter messages greatly increase both brand perception and the likelihood of prescription. HCPs found them more effective; they also could more clearly differentiate these messages from those for competitive products.

But just how short should your message be? **Messages with 10–14 words proved most effective.**

Data helps solidify your message—but keep it to a few, very precise points. While it is sometimes necessary to include multiple data points (when, for instance, listing all the adverse events related to a drug’s performance), **messages containing 3 data points scored highest in our study.**

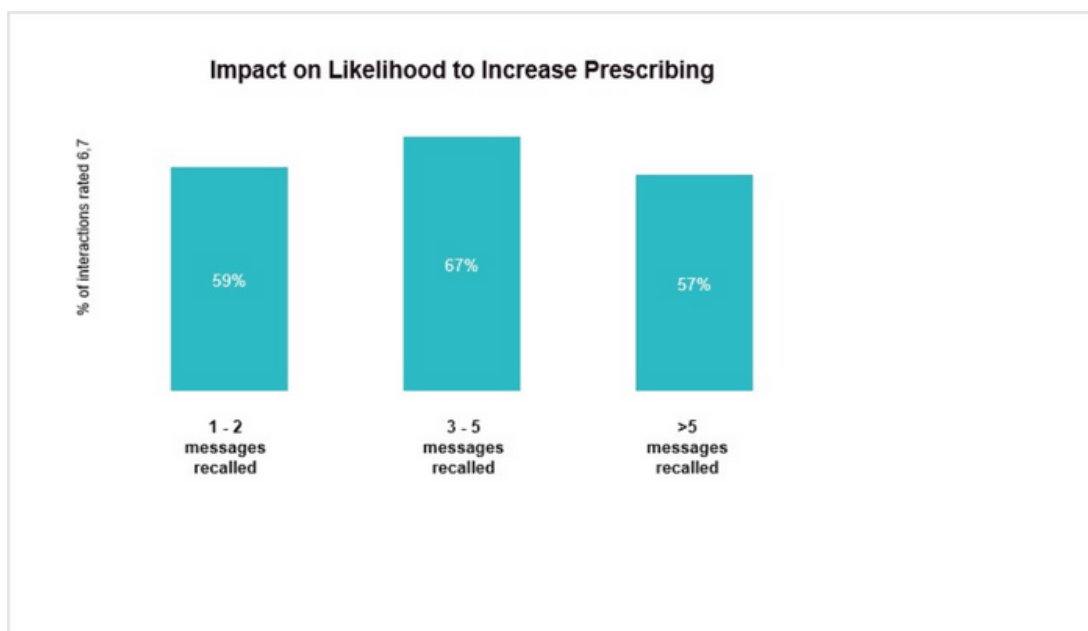


2. Deliver ~4 messages and connect them with a brand story

Of course, short, compelling messages alone aren't enough. They need to weave together to build a clear story that conveys a compelling value proposition, one that resonates with your target oncologists.

Your brand undoubtedly has many such messages to offer. You will have clear evidence of demonstrated need; you will want to explain your mechanism of action (MOA); your clinical trials will have produced a plethora of safety and efficacy data; your patient education and patient assistance programs and, perhaps, innovative support programs for both nurses and doctors all strengthen your brand narrative; you also want HCPs to feel comfortable with your pharma company itself and its leadership. Unfortunately, we recommend that you not share all these valuable points in most communications.

Although HCPs may remember your messages, our research shows that if they recall more than 5 brand messages, their likelihood of prescribing plummets. It is only slightly higher if you focus on one or two key messages. Sales reps had a significantly higher likelihood of increasing prescription rates when HCPs recalled 3 to 5 messages



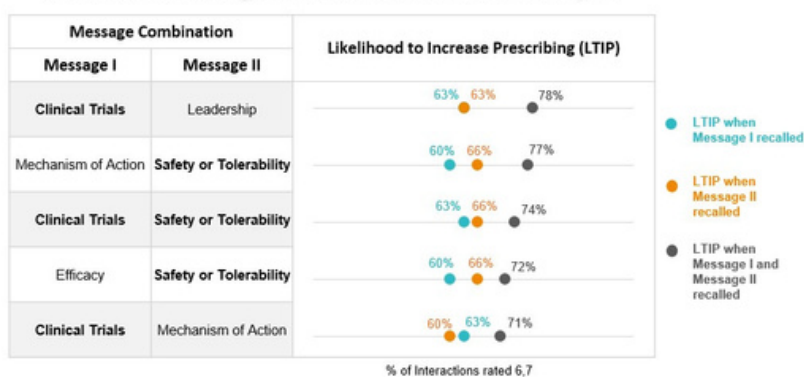
3. Clinical trials, safety, and efficacy drive an impactful story

We have seen that a **data-backed statement** will have a much higher impact on a sales rep’s success than simply highlighting the benefits of your product. Yet with a limit of **only 3–5 messages**, the question of which data becomes pressing.

The research is clear. HCPs care most about two things: **Is it effective? And is it safe?** Bolstering these answers with data from the clinical trials leads to the greatest likelihood of increased prescribing. Consequently, clinical messages (*efficacy, safety, dosing, MOA, clinical trials*) are perceived to be significantly (*CI:95%*) more effective than non-clinical messages (*access, patient support*).

Clinical trials, safety, and efficacy drive an impactful story

Recall-based Message Combination Effectiveness Analysis



Of these, leading oncology sales reps prioritize messages centered on efficacy; indeed, these messages comprise nearly half their interactions. The strategy is successful; HCPs have high recall of these messages and respond well to them. Indication messages are the second most popular—and the second most powerful—but as you can see from the chart below, they lag far behind efficacy.



Note: 'Other' messages include NCCN guidelines, Disease prevalence, Advocacy, Treatment preference, Patient eligibility etc.

^Message Effectiveness (ME) : Effectiveness (ME score) is the geometric mean of motivating, believable and differentiated scores of a message

- Motivating: How motivating the conveyed benefit is in terms of HCP's intent to prescribe the product
- Believable: How believable each message is in conveying a benefit of the product
- Differentiated: How differentiated HCPs feel each message is compared to messages about competing products

Simple strategies bolster the power of your oncology pharma marketing

No matter how carefully crafted or compellingly delivered your marketing may be, there are really only two metrics for success:

- Do your target oncologists recall your message?
- Does your message inspire them to prescribe your product?

By leveraging the insights ZoomRx has gained through analyzing tens of thousands of interactions between sales reps and physicians, you can ensure that your messaging is completely optimized to drive prescriptions—enabling the broadest possible number of patients to benefit from your therapy.

Interested in gaining access to more in-depth insights from physicians?

Please write to manoj.hariharaputhiran@zoomrx.com

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