

# Case Studies

Healthcare



Health & Personal Care Company

The brand has been declining in volume nationally for ten years

Quick Stats:

- 4 Regions
- 400 Pharmacies/ 400 Doctors
- 100 Sales Team Members

Approach:

- Implemented questionnaires working with the Sales directors from different regions
- Conducted the Studies with the Doctors / Pharmacies / Field Sales Team
- Detailed analysis using TriestAI insights generation to process thousands of feedbacks and identify key insights using Text Analytical engine

 10%

Brand volume decline reversed for the first time in a decade

Issue:

Client’s children’s digestive aid sold OTC and through doctor prescription is a close number 2 in the market. The brand has been declining in volume nationally for 10 years. In the last 3 years it has declined 10% in volume. Revenues have been made up through price increases. The market leader in the category also sells largely OTC. The objective was to understand the drivers and barriers to growth, develop the strategy to reverse this 10 year volume decline and improve overall sales to a positive sustainable growth rate of 10+% going forward.

Impact:



Brand

Refreshed the brands look and feel to make it less medicinal



Pack Sizes and Pricing

Remove disproportionate consumer price disadvantage between larger and smaller packs



Pharmacy Placement Stocking and Schemes

Refreshed the brands look and feel to make it less medicinal



Doctors

Fresh medical literature with new indications separately for GPs and Pediatricians, refreshed detailing guides with latest clinical trials, national prescription drive with validation



Sales Team L & D Program

Refresh on product knowledge, doctor and pharmacy detailing with new incentive plan