

VISIONCRITICAL®  
**PANEL \*  
SUMMIT**

**Listening and Acting on the Voice of  
the Customer**

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Pfizer

## Outline

1. Why?
2. How?
3. What?
4. Next?

Context: Pharma = rules



# Customer Centric??

- In 2009 Pfizer underwent a major restructure- into business units, into regional structure



- But who are the customers??
  - Payers, governments, healthcare professionals...

- WHAT ABOUT THE PEOPLE WHO TAKE THE DRUGS????



# Timing is everything

- Heading up a new department: Customer Intelligence = making sure Pfizer understands ALL its customers



- And we got to talking..... It sounded REALLY interesting...

# How did we get this approved?

- At Pfizer we happen to know the rules with regards to market research and privacy laws – we have to!
- No rule against talking to consumers- and we wanted to do this as transparently as possible
- So – surely it works if we tell them who we are and why we are doing it – and the person has the choice to sign up ??

# Was it really that easy?

- Seeing an opportunity and going with it – some luck involved
- Biggest hurdle = legal and contracts – but as MR is a bit ‘fluffy’ – not as bad as it could have been
  - Added bonus – not HCP’s
- Adverse Event Reporting:



Apple-a-day was born!!



## Welcome

... to Apple A Day, your place to talk about healthy lifestyles



NOT A MEMBER?  
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Please enter your login information below:

Email Address:

Password:

Remember me

[» forgot password?](#)

**SIGN IN**



### FAQ's

Got a question? The answer might be here...

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### WHY JOIN?

Find out more about the benefits of being a member by clicking on the link...

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# Apple a Day

- 2000 UK consumers
- Demographically representative
  - Some with illnesses, some without
- ‘Everyday people’

# Why run an online consumer panel?

- To establish informal 2-way dialogue with consumers
  - Easy access to our end-users
  - Transparency – particularly important because of scepticism and suspicion about pharma
- 1 year on: rapid business answers, a growing understanding of consumers
  - Easy, quick, cost-effective answers to business questions
  - Hassle-free - encouraging culture-change 'hearing consumers' voice'
  - Long-term profiling of consumers- adding information over time

# Example: online survey



# What is the impact of back pain on people's lives?

- For the individual:
  - Effect on overall health?
  - Family life?
  - Career?
- To society:
  - Economic impact?
  - Impact on healthcare system?
  - Regional differences?

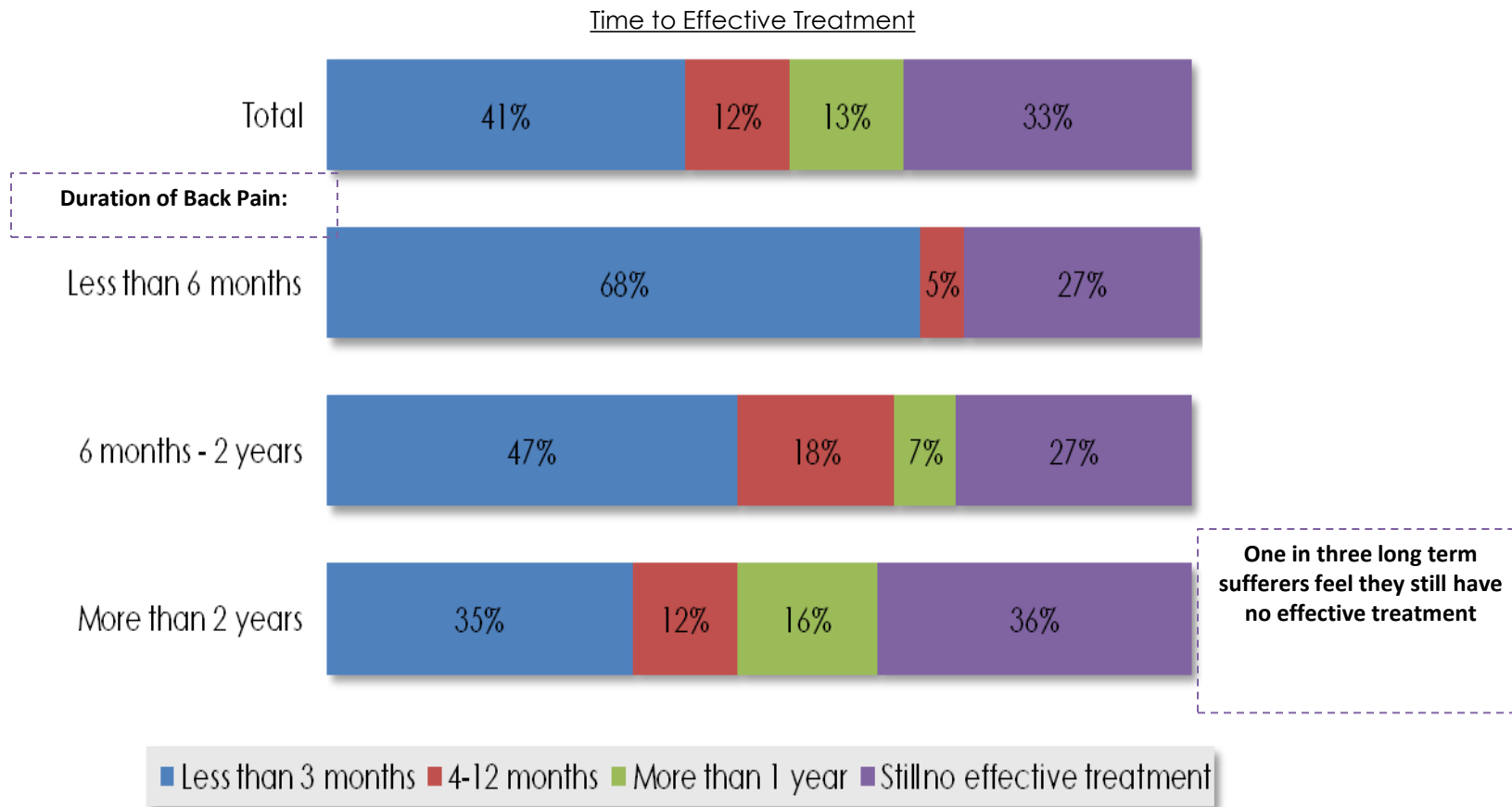


# Key Learnings: Living with back pain



1. **Getting effective treatment is slow and protracted**
2. **Confidence in the doctor to be able to help and/or treatments to be effective is relatively low**
3. **The impact of back pain on many parts of daily life is significant**
  - For one in five sufferers, back pain impacts ability to go to work
4. **Friends and family have a relatively good understanding of how back pain affects their loved ones' life....but have less realistic hopes for their loved one's back pain (expect it to be cured)**

# Less than half of back pain sufferers overall receive effective treatment within 3 months of onset of their pain.



# Using the results of the survey

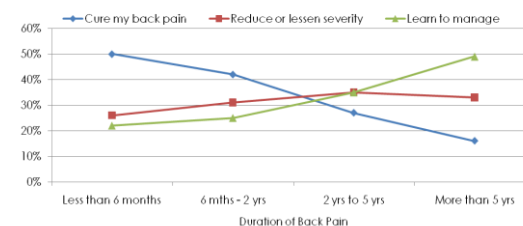
- More realistic descriptions of back pain sufferers and their stories when talking to prescribers and in marketing materials
- Compelling stories using real-life data and quotes....generated media and press nationally AND locally
- New marketing opportunities highlighted e.g. 'golden moment' to treat backpain effectively



Manchester Evening News



Daily Mail



# Example: live chat



# What are the opportunities in general healthcare for women over 45?

- Why don't women take steps to look after their reproductive health?
- Would women be open to proactive healthcare for e.g. menopause?
- What is just 'aging' and what is 'illness'?
- Where are the opportunities?

# Health and Women's Health are not the same thing

- There is a distinction between general health and wellbeing and women's health
  - **Health and wellbeing** is spontaneously associated with fitness, food, alternative medicine (non-medical solutions eg. acupuncture and reflexology), weight management and having a positive attitude
  - Health and wellbeing is about wellness management as opposed to sickness management
  - **Women's health** is directly linked to gynae and reproductive issues, depression, stress and multitasking home, work and children
- **Menopause** is seen as part of women's health, "the hidden bit no one talks about."
  - It means the end of fertility, hot flushes, night sweats, mood swings and mostly something to be dealt with when it happens, not before
  - Some confusion around how long it lasts and terms like peri-menopause
  - Not a subject easy to talk about with the GP

*"Trying to be perfect and juggle multiple things."*

*"It can be sad. Most prefer to ignore it."*

# Expectations regarding communication and relationship with GP are not being fully met

- The **GP is not always the easiest person to talk to** about particular health issues:
  - Because it is a a part of aging, all the symptoms are seen as inevitable- whether treatable or not...
  - Women need to know more about all menopause related changes- many symptoms come as a surprise
  - Menopause and miscarriage are two issues difficult to talk about with the GP or anyone – considered ‘taboo’ . No one seems to talk about it unless they go through it

*“People make light of it, its jus women having a moan.”*

*“Its got to a point where all they do is sign the 6 monthly prescriptions.”*

*“Some GPs are totally out of touch with mental health issues.”*

# Using the results of the chat

- BIG wake-up call for our 30 year-old male marketers.....!! (women over 45 aren't endlessly fascinated by 'women's problems' after all.....!)
  - Back to the drawing board.....
- New marketing opportunities highlighted e.g. combined offerings- anti-aging treatments and health management in sympathetic environment



# What we have learnt about our online consumers

- They LOVE to talk about themselves and their health! (and are very generous with their time and opinions)
- They reward openness- they will accept an honest answer even if it's not what was expected
- They form an attachment to the community quickly
- They own the community too
- They will answer almost any question!!!!

# What we have learnt about working with an online panel at Pfizer

- It takes a long time to make this kind of ‘seeking the opinion of the consumer’ a reflex action
  - Removing regulatory and budget barriers upfront helps
- The panel may pose some new challenges for compliance colleagues, and we can’t control everything all the time.....but we should convince our managers that this is OK!
- We need to show business value to convince people that talking to our customers’ customers is important
- A true, day to day, easy access to consumers voices can benefit every part of the business....if we let it!

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## Creating Engagement with Customers

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