

Vocatus - Wissen für Entscheider

flashlight



Product launch in Japan

case study pharmaceuticals

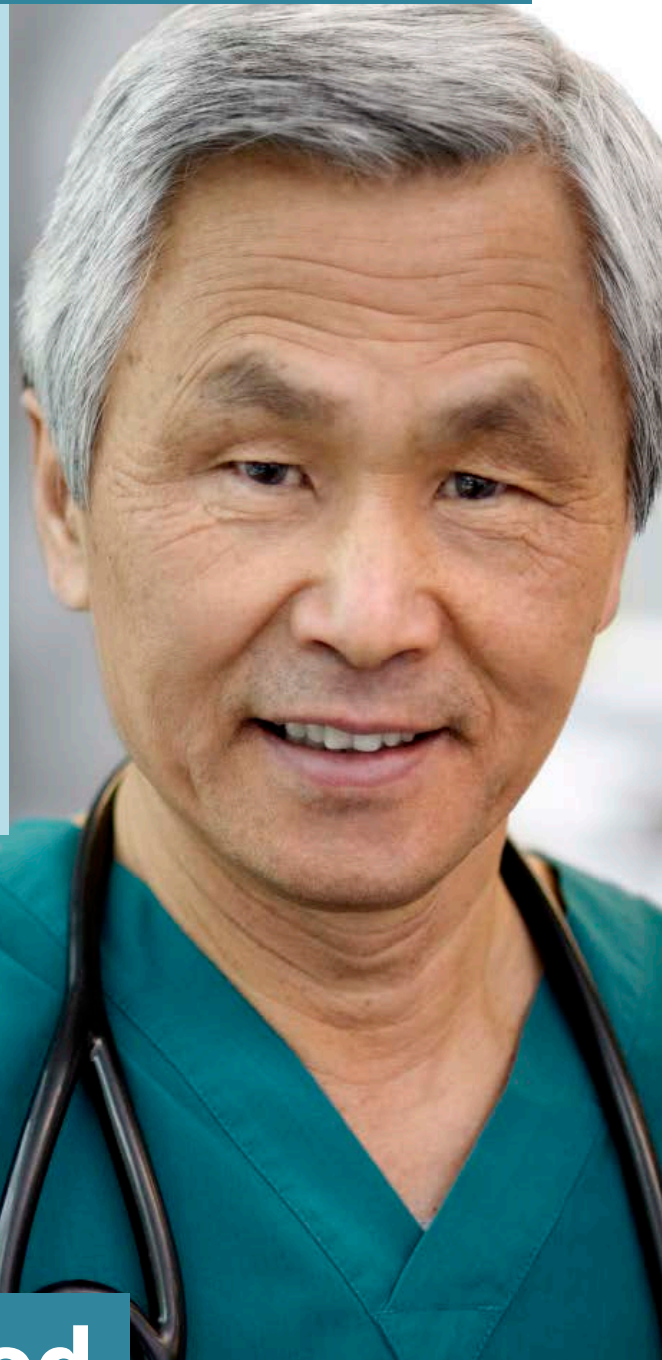
The objective

Why is the new medication not being used?

An international pharmaceuticals company commissioned us to test the market launch of a new medication in Japan. The medication treats a condition that severely restricts people's quality of life, and for which there have hitherto been no treatment options.

If the medication is used in the early (asymptomatic) phase of the condition, it can slow down the progression of the illness. Moreover, it minimizes most patients' symptoms.

The main aspect that needed to be explained was why the medication was only prescribed in 12% of the cases that are diagnosed in Japan, even though it's the only medication that's available for this condition.



The method

In-depth interviews with physicians

This qualitative study was conducted via 30 in-depth telephone interviews (each lasting one hour) with general practitioners, radiologists and specialists/consultants in Japan who work in the corresponding specialism, and their responses were systematically evaluated.

The analysis

Presumed minor efficacy, and with serious side effects

At the moment, the medication is exclusively prescribed by specialists, most of whom are fundamentally aware of it now that two years have passed since its market launch.

However, some specialists wrongly believe that the medication merely alleviates the symptoms, but that it doesn't slow down the progression of the illness. Given the considerable side effects, this means they frequently refrain from prescribing it.

Furthermore, it's often the case that the medication isn't prescribed if the condition is still asymptomatic, because they're afraid that problems will arise with regard to health insurance companies taking responsibility for the associated costs.



The results

Reliable information for specialists

- ➔ In order to establish the medication as a standard treatment in the medium-term, specialists must be provided with reliable evidence of its efficacy and the actual side effects.
- ➔ Specialists must be told that the cost of the medication will be covered, even in the early asymptomatic phase, and that patients benefit most from it during this period.
- ➔ Any media campaign should increase awareness of this condition among patients and general practitioners, since patients greatly benefit from an early diagnosis.

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Our projects have regularly won awards over the past few years, both in Germany and at an international level:

- 2013** ESOMAR: winner of the "Research Effectiveness Award"
- 2012** "Market Research Olympics, 2012": 1st place
- 2012** ESOMAR: winner of the "Research Effectiveness Award"
- 2012** German Market Research Prize: nominated for "Innovation"
- 2011** ESOMAR: nominated for "Excellence Award"
- 2011** German Market Research Prize: nominated for "Innovation"
- 2010** ESOMAR: winner of "Award for the Best Methodological Paper"
- 2010** German Market Research Prize: winner of "Best Study"

If you'd like to discuss the market launch of your medication(s) with our experts, simply contact us for a non-binding consultation by emailing: hardy-koth@vocatus.de