



oberoi  
consulting

# Case Study

## The Challenge

A pharmaceutical company faced a number of challenges with their pioneering brand. Although it was included in 80% of Clinical Commissioning Group (CCG) formularies:

- The product did not display as a formulary item on the GP's clinical systems in these CCGs.
- Healthcare professionals (HCPs) were unable to easily find the product on the clinical system.
- HCPs found it difficult to remember the monthly prescribing regime for the product.

As a consequence, brand uptake was affected across these CCG.



The company turned to Oberoi Consulting to find an effective solution – keen to draw on the company's 20 years' experience of working with the Pharmaceutical industry, the NHS and its particular expertise of the complexities of the Primary Care clinical systems.

## Oberoi's Approach

Having investigated the full extent of the issue, Oberoi Consulting created a digital engagement strategy for the field force as COVID restrictions meant the field sales team were unable to meet with HCPs face to face.



- The engagement strategy centred on the development of several bespoke digital resources including a user friendly guides to enable HCPs to update their clinical system to overcome the challenges.
- The resources were introduced during a virtual sales call by the field force with HCPs and deployed following the call, digitally.
- Support for practices using the resources was available through a dedicated support line run by Oberoi Consulting.

# The Outcome

As a result of implementing the key steps within the guides by practices, the product:

- Was easily found on the clinical system
- Displayed as a CCG formulary item
- Default listing was updated to remind both the as before prescribing HCP, and the dispensing pharmacist of the monthly prescribing regime

**The strategic approach resulted in excellent virtual engagement of HCPs which was tracked through email the number of emails that were opened, and click through rates of the deployed resources.**

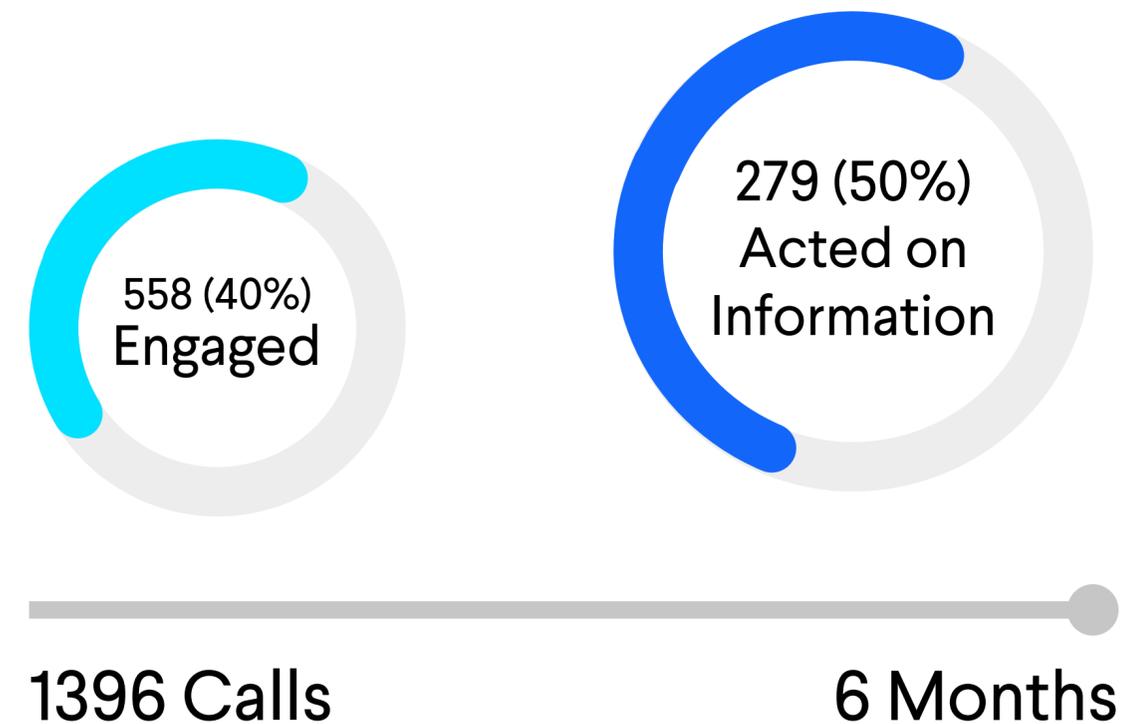


## The Outcome

Following 1396 calls over a 5 month period 558(40%) of HCPs engaged with the initial email communication.

Up to 50% of those who clicked through then acted on the information provided.

Feedback from the client's brand team was that this project greatly exceeded previous benchmarks for digital engagement within the industry and as a consequence led to increased brand uptake across the practices and CCGs where it was deployed.





Oberoi Consulting  
19 St Christophers Way  
Derby  
DE24 8JY

**W** [oberoi-consulting.com](http://oberoi-consulting.com)  
**T** 01332 224251  
**E** [sales@oberoi-consulting.com](mailto:sales@oberoi-consulting.com)

