



## **Case Study: Marketing Program Development**

### **Client**

The Client is a healthcare communications firm developing a campaign for a large pharmaceutical company marketing an established cardiovascular agent.

### **Objective**

Our objective was to evaluate the market need, and optimal specifications, for a managed care newsletter sponsored by the pharmaceutical company.

### **Methodology**

Over two weeks, we conducted six one-on-one telephone interviews with managed care executives.

### **Results**

- We determined that the market is saturated with weekly newsletters covering current events in the healthcare industry.
- However, we identified a need for newsletters that analyze current healthcare issues and provide case studies of effective approaches to enhancing HEDIS performance and enhancing compliance and persistency.
- We recommended editorial themes for the newsletter, distributing the newsletter, structuring the editorial board and cost-effectively maximizing distribution of the newsletter.