

# Continuing Medical Education (CME) Non-Accredited Program Pathway to 21st Century Schizophrenia Treatment in the UK

Ogilvy4D & Bristol-Myers Squibb/Otsuka Pharmaceuticals Ltd

*Executive summary: first class event!*

17.30–20.30 Monday 15 November 2004

On 15 November 2004, this unique event broadcast the 'next generation' in schizophrenia treatment. Ten weeks of intense planning paid off as the reach of ABILIFY® (aripiprazole) data and key messages was extended to over 400 targeted UK psychiatrists. From London's ITV studios, Peter Sissons (well-known TV broadcaster) chaired the live event between the 13 UK meeting locations via satellite. This interactive, regionally adapted programme with cutting edge delivery mirrored the character and qualities of ABILIFY's next generation brand identity.



## Situation analysis: to differentiate or not to differentiate!

Affecting about 1% of the population, schizophrenia imposes a profound socio-economic burden on individuals and the UK health economy. Atypical or 'new generation' antipsychotics are established as effective treatments for schizophrenia. Efficacy, and remission of symptoms, is perceived by psychiatrists as the primary consideration in selecting treatment, with recognition of the need to engender as few side effects as possible. However, even 'atypicals' have a propensity to elicit a range of undesirable side effects; thus, psychiatrists are keen for effective treatments with improved tolerability profiles.

In June 2004, Bristol-Myers Squibb and Otsuka Pharmaceuticals launched ABILIFY, the first available dopamine system stabiliser – earmarked, 'a next generation' antipsychotic to differentiate it from existing therapies.

*"Experience with ABILIFY is growing rapidly" Professor John Kane noted. "In the USA, it has had one of the most rapid uptakes of any new compound, with half a million patients receiving ABILIFY within 18 months of launch."*

A 'new class' tag is a distinct advantage but establishing a position in this aggressive marketplace requires changes in attitudes of psychiatrists. Agreement that ABILIFY is as effective as current therapies is imperative to influence behaviour.

## Objectives: building efficacy and advocates

- **BROADEN** the reach of launch activities to disseminate the ABILIFY data and key messages to at least 400 key customers (just under 10% of the total customer base in the UK).

### By the end of the meeting:

- **EDUCATE** the audience that ABILIFY is the first of a new generation.
- **ENDORSE** key messages for ABILIFY through regional peer-to-peer communication.
- **ENSURE** that the majority of psychiatrists will consider modifying their management approach.

*"I think it is a very exciting time in the treatment of schizophrenia. For patients, ABILIFY's unique mode of action provides efficacy equal to that of existing atypical antipsychotics alongside improved tolerability", explained Professor John Kane, on opening the keynote broadcast.*

## Strategy: take the meeting to psychiatrists

- Capitalise on the success of ABILIFY in the USA to **REINFORCE** the key messages in the UK.
- By developing a high-tech, interactive programme, create an event that reflects "The Next Generation" **BRAND ESSENCE**.
- By using an **INNOVATIVE** simultaneous broadcast series of meetings, enable national access to the US speaker and interactive discussion between regions.
- By using a well-known anchorman, Peter Sissons, and a **TARGETED** recruitment campaign, ensure attendance of key target audience at the meetings.

## Tactical implementation: broadcasting a 'Next Generation' brand

With only 10 weeks to the meeting, an aggressive recruitment campaign was crucial:

- Save-the-date flyer: immediately to 5000 delegates from BMS/Otsuka customer database
- Two wave mailing of two different invitations:
  - London invitation: 2 x 800
  - Regional invitation: 2 x 5000
- BMS/Otsuka sales representatives recruiting.
- Email invitation provided to regional Chairs.
- Phone around to secure delegates.

Pre-meeting preparation and faculty briefings were crucial, timings critical, and each Chair pivotal in the success of the programme. Site visits were coordinated and venues booked. Liaison with BMS/Otsuka staff and four suppliers was essential to project management of this multifaceted event. Briefing documents and slide presentations were prepared and two faculty briefing meetings were held in advance to run through content and technical aspects of the programme with each regional Chair.

ITV London Studios was booked as a central hub venue and Peter Sissons selected and briefed to anchor the entire programme together in true broadcast style. His reputation and experience mirrored the level of professionalism seen throughout all aspects of the event.

The innovative, interactive satellite broadcast went on air on 15 November 2004 simultaneously to 13 regional centres. Each regional chairman created a local introduction and context before linking up, live by satellite, to Peter Sissons in the ITV studios in London. Professor John Kane from the US then presented the keynote talk on the benefits of ABILIFY to all the regional centres. Delegates at the regional meetings were then able to question Professor Kane on the data before discussing the implications for management within their own local context.

## Effectiveness: evaluating success, growing experience and use of ABILIFY

Over 670 delegates registered for the meeting. In addition, a total of 17 faculty were involved across the different regions.

Delegate feedback (see figure) showed that as a result of the meeting the majority of psychiatrists:

- were likely to modify their practice
- agreed with the key messages for ABILIFY
- agreed that ABILIFY is the first of a new generation.

These outcomes are surrogate endpoints for the awareness and usage of ABILIFY.

## Acknowledgements

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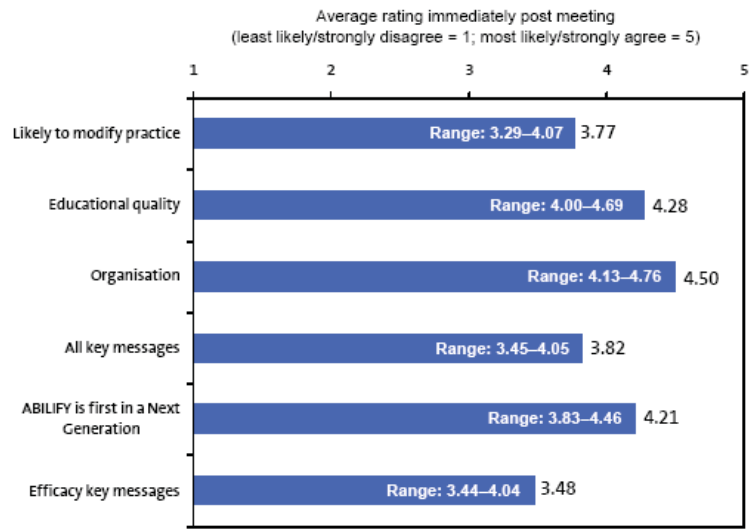


Figure: Organisation and educational quality were ranked exceptionally high by delegates after the meeting

Market research shows that prior to the meeting, ABILIFY accounted for 10% of all prescribing opportunities, which rose to 14% 3 months after the meeting. Furthermore, a total of 61% of UK psychiatrists had tried ABILIFY in November 2004 (before the meeting), which increased to 75% within 1 month of the meeting.

## Client verdict

*"What a fantastic result with all of us pulling together!"* Helen Millar, Medical Education Manager

*"Just a note to say how impressive the John Kane meeting was on Monday night. Truly next generation! Thank you to everyone who put a significant amount of work into the event, from briefing speakers, to technical arrangements and logistics, and meeting recruitment."* Stephen Arbuthnot, Director Neuroscience Business Unit

