



## Are you connecting with the **human** behind the HCP?

15 scientifically proven techniques to optimize your HCP messaging so that it delivers on the Top 5 most important human needs of HCPs.

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## Introduction

As traditional messaging with a focus primarily on clinical benefits for patients is no longer sufficient to capture and maintain their attention, *understanding and talking to the human behind the HCP is critical to improving HCP engagement for pharmaceutical brands.*

While much of the current product content speaks to what the HCP needs to know in order to make clinical decisions, a new angle of messaging has been identified. One that extends beyond clinical rationale and taps into human reasoning and decision-making.



*Messaging requires speaking to the human needs of HCPs.* While this may seem straightforward, the reality is much more nuanced, particularly when promoting a product. *Engaging HCPs often involves navigating complex and sensitive topics that aren't always easy to state directly.* While robust data and legacy-based claims can sometimes serve this purpose, challenges arise when such data is less compelling than that of a competitor or unavailable altogether.

As there will not always be data to deliver on these human needs, fortunately, they can be spoken to indirectly through messaging and thoughtful language. Since most direct language will not be approved by LMR, we have identified strategies that can be used to make a measurable difference in product positioning.

While there can be dozens of varying needs a specific HCP has in relation to the ascription of treatment, *through analysis of 68 HCP message optimization studies, five human needs have been identified as pillars for creating a human-centric messaging platform that can increase brand endorsement.*

These needs include **Certainty, Hope, Control, Simplicity and Novelty**. Working best when leveraged together, these human needs speak to an HCP's pathos, which, historically, has not been a primary concern for product positioning.

Not all messages will speak to all five of these needs at once, but being intentional and including even just a few strategies to deliver on a human need can position a product as more human-centric than brands that are not utilizing these insights.



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## Research Methodologies

*This qualitative analysis draws from a database of 68 healthcare professional market research projects, with a total of 16,296 respondents across all projects.* Only projects demonstrating the highest performance on a standardized set of diagnostic questions within custom surveys were selected.

*These studies evaluated pharmaceutical brand messaging across various therapeutic areas, including structural conditions, mental and neurological disorders, chronic systemic diseases, and sensory impairments.*



The diagnostics, assessed on a 7-point Likert scale, are designed to assess how well a brand conveys clinical value, innovation, and confidence in patient outcomes. *They target HCP perceptions of treatment simplicity, patient benefit, novelty, future impact, and disease control.* The analysis focused on 15 high-performing message bundles—containing a total of 133 individual messages—with bundle sizes ranging from 6 to 10 messages.

Within the scope of this analysis, message bundle performance was evaluated by identifying the highest bundles within the metrics of the diagnostic questions by using Top-2-Box (T2B) and Top-1-Box (T1B) metrics, with T2B scores ranging from 58% to 80% and T1B from 16% to 43%.



*Through qualitative analysis of message content across the selected bundles, 13 “rules” were identified. These rules incorporated recurring messaging strategies related to how HCPs evaluate and address patient needs.* To validate and contextualize these themes, real-world examples were sourced from branded pharmaceutical websites, providing additional evidence of the rules' relevance in market-facing communication.

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## Understanding The Top 5 Human Needs Of HCPs

HCP  
HUMAN NEED

#1

### Certainty

Humans value certainty and are more displeased if the probability of a "sure thing", rather than an uncertainty, decreases. When an HCP is confident in a product helping their patients, certainty increases. However, certainty can be influenced regardless of track record. A large part of certainty comes from the reverse, uncertainty. By stressing uncertainties, brands are able to frame their product as a solution to uncertainty.

HCP  
HUMAN NEED

#2

### Hope

People naturally tend to believe they are less likely than others to experience a negative event or outcome, a bias that also influences how HCPs approach disease management. In this context, HCPs need hope, just as patients do. While patient-focused product messaging often succeeds in conveying hope, it is equally important for brands to foster a sense of hope within HCPs themselves. One effective way to do this is by acknowledging where the patient is in their treatment journey and positioning the patient as an engaged, active participant. By focusing on patient needs, even in HCP messaging, HCPs can feel hope for their clinical treatment management.

HCP  
HUMAN NEED

#3

### Control

Humans feel they have more control over situations than they really do, and do things that make them feel in control. There are three rules to ensure that messaging captures an HCP's need for control.

HCPs inherently need to feel in control of a patient's treatment journey because it's their job to ensure a patient's health. Doubling down with the human inclination to feel in control, HCPs feel a need to ensure the patient also has control of their life, even in the face of disease. By showing the patient can gain control with a product, HCPs feel power over the disease.

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## Understanding The Top 5 Human Needs Of HCPs

HCP  
HUMAN NEED

#4

### Simplicity

While some products are approved to directly state that their treatment will simplify disease management, oftentimes, this is impossible for a brand to say. When conveying simplicity indirectly, it is important to frame the treatment as a method of simplifying more than one aspect of the disease.

For example, speaking to the successful use of simpler treatment options (via simple dosing, access, etc.) also lends to an HCP envisioning a simpler, more manageable treatment journey for their patients. A manageable treatment journey does not have to be mentioned in the messaging, an HCP will make this assumption on their own.

HCP  
HUMAN NEED

#5

### Novelty

Humans often think that newer is better because things "only get better" over time. However, a product doesn't need to be new to the market to encapsulate novelty. While newer treatments may offer innovative approaches, existing products can also evoke novelty by highlighting their unique attributes and differentiators. Emphasizing how a product stands out can shape HCP perceptions, making the treatment feel fresh, relevant, and especially useful.

HUMAN NEED

#1

Messaging strategies to  
deliver against

**Certainty**

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“ I feel certain that my patients will benefit from using Product X ”

## Delivering on the HCP's Need for CERTAINTY

HCPs make a lot of treatment decisions rooted in long-term habits. Some of the decisions are automated to the extent that HCPs don't even realize they are still making a choice. For a new brand to get adopted, it has to change HCP habits and unless they feel certain about the change, they are not going to make it. All successful brands deliver on the HCP's need for certainty, so that HCPs feel that they won't regret the decision.

### Top 3 Messaging Strategies to Deliver on HCP's Need for Certainty

**Strategy # 1: Use words that build confidence**

**Strategy # 2: Priming with uncertainty**

**Strategy # 3: Efficacy in challenging scenarios**

## STRATEGY # 1:

# Use Words that Build Confidence

The certainty needs of HCPs can be captured through specific, confidence-building language that unconsciously drives perceptions of validity and superiority. Language of certainty can be leveraged in all components of a product, such as efficacy, MOA, etc., and can often overlap. Examples of confidence-building words include:

Consistently achieved

Proven

Superior

Robust

Sustained

Long-Term

Specifically designed

One and only

Demonstrated

If the efficacy data of a product is not very impressive, the assumption of certainty can be made by the HCP through the positive halos associated with the terms. When data is available, certainty-based language can be paired with large numbers to increase interpretability and ensure the HCP efficiently absorbs the information without needing to contextualize the numbers themselves.

taltz

Taltz is the #1 prescribed IL-17 antagonist in psoriasis 5

- ☑ **Rapid clearance** data (PASI 75) as early as **week 2** in PsO
- ☑ **Long-lasting** complete clearance data sustained through 5 years in PsO
- ☑ Complete PsO clearance data in challenging body areas, including nails and scalp, which can be **predictors of PsA**
- ☑ **Inhibition of structural joint damage** in patients with PsA as early as week 16 and through 3 years

### Example: Taltz in Psoriasis

Taltz uses a number of confidence-building words together with some minimal data to build certainty around both fast and sustained results.

### Example: Vuity in Presbyopia

Vuity is the first eye drop approved to treat presbyopia, which opens up a totally new treatment paradigm, but there can also be a lot of doubt in HCP's mind about how an eye drop can even treat presbyopia. By using confidence-building words like Revolutionize, First, and Specifically Designed, Vuity is building certainty.

Vuity

Revolutionize the way you treat presbyopia.

#### The First

FDA-approved eye drop specifically designed for presbyopia."

A daily treatment for patients with presbyopia.

## STRATEGY # 2:

# Priming with uncertainty

The certainty of a product is appreciated more by HCPs if they have already been primed with messaging that points out the inherent uncertainties involved in treating the disease today.

By emphasizing a high lack of uncertainty within a disease state, brands can make HCPs feel certain about the possibilities associated with their product. For example, some diseases are heterogeneous, others have low patient response rates, and some have no good predictors of progression.

All of these situations lead to a great cloud of uncertainty for HCPs. By highlighting uncertainty through DSE messages, brands can prime HCPs to appreciate their branded messages more and position their products as delivering certainty amongst the unknown.



Alzheimer's disease (AD) can be difficult to diagnose 9-11

An AD diagnosis can be challenging due to overlapping symptoms with other causes of cognitive impairment, particularly in early stages when symptoms may mimic the natural aging process.

### Example: **Amyvid in Alzheimer's**

All HCPs already know that AD diagnosis can be difficult. Until recently, there were no blood tests and HCPs didn't conduct expensive PET scans.

### Example: **Invega Sustenna in Schizophrenia**

Invega Sustenna is a long-acting injectable that patients get at the doctor's office every 1/3/6/12 months, which improves adherence. Priming the HCP on the uncertainty of adherence with orals before messaging to the certainty of LAIs is a smart strategy by Invega Sustenna.

### Johnson&Johnson

Help avoid cycles of repeated relapses associated with daily orals. Prescribe INVEGA SUSTENNA®—the #1 prescribed long-acting injectable.

## STRATEGY # 3:

# Efficacy in challenging scenarios

Lastly, certainty can be delivered through expressing efficacy in challenging scenarios. When a product can help patients under the toughest situations, it can evoke feelings of certainty in HCPs. For example, Product X can help patients with advanced progression, surely it can help patients with more commonly characterized disease progression.



Among patients in clinical remission at Week 52, >97% were also corticosteroid-free for  $\geq 90$  days prior to the visit

### Example: **Skyrizi in Ulcerative Colitis**

Skyrizi is emphasizing the % of patients who were in remission and were also steroid-free at Week 52. Being in strong durable remission, to the point that the patient doesn't even need to be on a steroid is a challenging condition and Skyrizi is rightfully leveraging its data to build certainty.

### Example: **Xospata in Acute Myeloid Leukemia**

Xospata has comparable efficacy data in combination with varying levels of intensity of chemotherapy, which creates a challenging situation for once. By highlighting the high vs. low-intensity chemo data side-by-side, Xospata is establishing a level of certainty that their broader OS can't do.



Xospata reduced the risk of death for patients eligible for high-or-low intensity chemotherapy

**34%** reduced risk of death with xospata vs high-intensity chemotherapy

**44%** reduced risk of death with xospata vs low-intensity chemotherapy

HUMAN NEED

#2

Messaging strategies to  
deliver against

**Hope**

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## Delivering on the HCP's Need for HOPE



“ *Product X helps me imagine a better future for my patients with this disease* ”

Hope and optimism are fundamental human needs for everyone and HCPs need it more than most because of the nature of their work. HCPs are constantly addressing tough problems for their patients, dealing with suffering and even death, which can lead anyone to lose hope and become negative.

While HCPs are trained not to “take their job home”, every patient case that results in failure in some way can take a toll on their psyche and eventually cause them to slowly start losing hope.

For pharmaceutical products, it is critically important to connect the dots between their past clinical trial data to future hope for the HCP. Since hope is not directly supportable by the label of any product, it is critical to know how to present clinical efficacy data in a way that organically leads to HCPs having hope and optimism about what a drug can do for them and their patients.

### Top 3 Messaging Strategies to Deliver on HCP's Need for Hope

**Strategy # 1: Simplify patient experience**

**Strategy # 2: Focusing on a specific patient type**

**Strategy # 3: Highlighting negative outcomes with sub-optimal treatment**

## STRATEGY # 1:

# Simplifying patient experience

The first strategy to evoke the feeling of hope in HCPs is to promise simplification of the disease for their patients. When an HCP is exposed to messages that mention making certain aspects of the treatment easier for a patient, the HCP translates this into hope. When a product is able to simplify the patient experience, HCPs see more hope in treatment adherence from benefits like once-daily oral dosing, no dose titrations required, can be administered with or without food, etc.



Xpovio provides the opportunity to:

- ☑ Offer oral, once-weekly tablets that can be taken at home
- ☑ Administer treatment and monitor patients without required hospitalization

Example: **Xpovio in Multiple Myeloma**

In multiple myeloma, elderly patients have to go through difficult treatments like infusions, transfusions, etc. Xpovio is building hope with HCPs by promising a simpler experience for their patients, supported by once-weekly oral dosing at home and no hospital-based monitoring requirements.

Example: **Veozah in menopausal hot flashes**

Ob/gyns and other HCPs have seen their menopause patients struggle with hot flashes for years, without any good treatment options to offer them. Women try a variety of OTC, supplements and other alternative medicine treatments to control their hot flashes, which can be both time-consuming and expensive.

Veozah is the first-of-its-kind treatment for menopausal hot flashes that is also easy. Highlighting the ease of benefit to patients helps Veozah generate hope with HCPs.

Treat the heat with 1 tablet a day

## Focusing on a specific patient type

The second way to build hope with HCPs is by specifying a patient type who can benefit especially from a product. When a specific patient type is used in messaging it can help HCPs envision which of their patients would be best fit for the product. Some products can be used across many different patient types, and even disease states, but, especially for more specialty products, asserting the ideal patient can help deliver hope to the HCP by keeping certain types of patients in mind.



Verzenio plus fulvestrant improved OS in the ITT population, with consistent results even in patients at higher risk.

### Example: **Verzenio in Breast Cancer**

Verzenio powered its clinical trials in a way so that it could show sub-group analysis for many clinically concerning patient types. Showing OS in high-risk patient types (e.g. visceral disease) has helped Verzenio get broader use among med and low-risk patients as well.

### Example: **Ebglyss in Atopic Dermatitis**

HCPs start most atopic dermatitis patients on topical steroids and/or antihistamines and if they continue to progress, at some point, HCPs make judgment calls about which patient would be best suited for a biologic. Since many different classes of biologics are now available for AD, HCPs often need assistance with the best-suited patient types for each drug.

Ebglyss is suggesting a comprehensive patient profile for HCPs to consider and even though they are not showing efficacy data-cuts for this patient type, it can still send hope signals to HCPs that Ebglyss can help patients like Alex in their practice.



### Who should you consider for treatment with Ebglyss?

Patients like Alex have moderate-to-severe AD and are struggling to control signs and symptoms with topical treatments.

- Experienced with topicals and has likely not yet tried a biologic
- Stuck in a cycle of inflammation
- Driven to control their disease long-term
- Uncomfortably reminded of their AD because of the daily management it requires

## STRATEGY # 3:

# Highlighting negative outcomes associated with sub-optimal treatment

Lastly, hope can be observed by specifying the negative outcome associated with delaying treatment. Often we see products highlight the positive outcomes attributed to treatment, but if a product can define the likely negative outcomes associated with delaying treatment, brands can leverage an additional sense of urgency. This strategy can deliver on hope, because where there is urgency to treat, there is also hope to successfully treat.



### Why it's urgent to treat seizure clusters

Seizure clusters may happen without warning and can lead to serious health consequences, such as:

- Injuries
- Hospitalization
- Longer seizures or more dangerous activity, called status epilepticus, which is a seizure lasting longer than five minutes

### Example: **Nayzilam in epilepsy**

There are many treatment options available already for epilepsy, but none have great efficacy and many patients continue to suffer from seizures. Nayzilam is highlighting the risk of damage caused by uncontrolled seizures.

### Example: **Krystexxa in gout**

Gout has many historical anchors that serve as stigmas or misinformation that have still not been corrected. From being perceived as the “disease of kings” or mostly a condition affecting the joints, gout has largely been misunderstood and undertreated by HCPs.

Krystexxa is using DSE messaging to remind HCPs of the negative outcomes of uncontrolled gout while tackling long-time anchors associated with the condition.



Uncontrolled gout is a chronic and systemic disease that affects patients beyond the joints

Uncontrolled gout can damage bones, joints, and vital organs

HUMAN NEED

#3

Messaging strategies to  
deliver against

**Control**

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## Delivering on the HCP's Need for CONTROL



*“Product X gives me greater control over treatment of this disease”*

Control is also a fundamental human need and for HCPs who are constantly faced with challenging patient situations, it can be easy for them to lose confidence and feel like they are not able to control the trajectory of the disease with the tools available to them.

As the prevalence of rare and specialty diseases continues to grow, more patients are being diagnosed with them and more HCPs are treating complicated conditions that have no cures or disease-modifying therapies yet.

In absence of the treatments that can get to the root cause of a condition, HCPs and their patients can feel helpless at times and feel like they are working hard, but not accomplishing much.

While loss or lack of control can be a problem in many conditions, the opposite can also be true in some other conditions. HCPs and their patients can also have an Illusion of Control, which is a psychological phenomenon that makes humans feel like they have more control over outcomes than they really do and keep repeating decisions that give them the greatest feeling of false control.

### Top 3 Messaging Strategies to Deliver on HCP's Need for Control

**Strategy # 1: Feeding the Illusion of Control without mentioning it**

**Strategy # 2: Highlighting the impact of QoL improvement for patients**

**Strategy # 3: Highlighting results that patients can see, feel and experience**

# Feeding the Illusion of Control without mentioning it

If your clinical data automatically lends itself to the use of the word Control (e.g. control blood pressure), then automatically you and your competitors will leverage the word control in your messaging. While it may get the job done, it may not be as differentiating for the brand as the brand team wants.

Using words to feed the HCP's Illusion of Control without mentioning the actual word is often a more powerful strategy that can lead to greater emotional engagement with the brand.



The power to open their world

Start first with dual-pathway Vabysmo

## Example: **Vabysmo in AMD**

Vabysmo is framing its brand in a way that gives ECPs the feeling that they have power to influence disease outcomes. The message promises a benefit to the ECP as much or more than it does to their patient. It is also enough to suggest an HCP's human need for control.

## Example: **Yescarta in R/R Large B-Cell Lymphoma**

Yescarta is using the aggressive phrase "best chance at a CURE" in the message based on the strong efficacy data it has from the trial. Typically, neither the words BEST nor CURE are LMR approvable in oncology and Yescarta is using them together, which can definitely give the HCP a strong sense of control in LBCL.



Choose YESCARTA for your best chance at a CURE vs standard therapy

# Highlighting the impact of QoL improvement for patients

Though many times language of 'control' and 'power' may not be approvable, control can also be addressed by including messages highlighting the benefits of quality-of-life improvement after using the product. By speaking about how quality of life can improve, HCPs feel in control of progress.

Speak to the possibilities of freedom of disease where disease resolution is possible. For chronic illness, address the possibilities of reduced burden of disease. In our analysis, brands that deliver high on control most often spoke about control in a headline or primary endpoints, however, control can also be cultivated through safety and access.



All in.  
All day.  
Sunosi can help patients achieve improved and sustained wakefulness

## Example: Sunosi in Excessive Daytime Sleepiness in Narcolepsy

Sunosi is used to treat excessive daytime sleepiness (EDS) resulting from OSA or narcolepsy. EDS impacts the quality of life very negatively for patients, affecting workplace performance, daily activities of living and more.

While the main point Sunosi wants to communicate is that the drug works "All Day" long, by using it in conjunction with the phrase "All In", they can elevate the communication of improvement in QoL and evoke the feeling of control more effectively in HCPs.

## Example: Izervay in Geographic Atrophy

Patients with Geographic Atrophy are at risk of significant vision loss and cherish their vision for as long as they can see. The idea of every moment being precious for someone who is at risk of losing their vision is very relevant to GA patients and clearly communicates how much is at stake in terms of QoL.



## A moment worth protecting

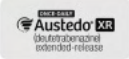
Every moment is precious for your patients with GA. Helps protect their moments from the start with Izervay

## STRATEGY # 3:

# Highlight results that patients can see, feel and experience

Lastly, control can be addressed through the explanation or use of results that patients can see, feel or experience in the real world. Demonstrative results can be utilized through long-term efficacy data, patient experience blurbs, and before/ after photos. While clinical trial results are persuasive, real-world endpoints add another layer of control helping HCPs visualize successful results for their patients.

Control can be insinuated by showing the positive real-world results a product has to offer. When messaging is able to demonstrate favorable results through the lens of a patient, an HCP can more easily envision a positive outcome for patients of their own, leading to greater feelings of control over the disease.



More than 50% of patients reported improved social and emotional well-being as a result of movement reduction with AUSTEDO XR

### Example: **Austedo in Tardive Dyskinesia**

Some patients on anti-psychotics for MDD, BPD or schizophrenia can develop uncontrolled body movements which can not only be embarrassing in front of others but also disrupt daily activities of living. Austedo is using real-world, patient-reported outcomes data to give HCPs a greater sense of control over TD.

### Example: **Dupixent in Asthma**

In moderate-to-severe asthma, endpoints used to measure efficacy in clinical trials (FEV scores) are not used in everyday clinical practice, which makes it even more necessary to highlight real-world outcomes for patients.



### Help Give Your Patients Breathing Relief They Can Feel

DUPIXENT is the only biologic that targets IL-4 and IL-13 signaling, two of the key drivers of local and systemic type 2 inflammation

HUMAN NEED

#4

Messaging strategies to  
deliver against

**Simplicity**

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## Delivering on the HCP's Need for SIMPLICITY



“*Treating this condition will be less complicated with Product X*”

HCPs spend a lot of hours every day on administrative work like updating patient records, dealing with insurance approvals, step edits, etc. and have less time to spend on the most important tasks for treating patients.

HCPs are in desperate need of simplification of almost every task related to work, including simplification of treatment decisions for the diseases they treat most often. While new drugs give them hope for better outcomes in a disease state, they also introduce new complexity into the process because of market access restrictions, new AE monitoring, etc.

If a product has simpler dosing, administration, AE monitoring, etc. then messaging to the simplicity needs of the patient is easy, but messaging to the simplicity needs of HCPs is not easy and has to be done indirectly because none of the product features or clinical data can be used as support.

### Top 3 Messaging Strategies to Deliver on HCP's Need for Simplicity

**Strategy # 1:** Use Universality language when communicating product benefits

**Strategy # 2:** Use large, easier-to-interpret numbers when presenting your data

**Strategy # 3:** Use repetition on the most important words and data points

# Use Universality language when communicating product benefits

Framing the product as a universal option. Universality can stem from different aspects of a treatment: efficacy – working on many or most patients, safety – tolerable by the majority of the population, accessibility – affordable and straightforward to acquire. When an HCP sees a universal benefit in a product, it seems like a no-brainer to use.

**LUTATHERA**  
(lutetium Lu 177 dotatate)  
injection, for intravenous use

Regardless of patient type, the dosing regimen for LUTATHERA remains the same

Example: **Lutathera for Neuroendocrine tumors**

Lutathera is a radioligand treatment for neuroendocrine tumors. It delivers a small dose of radiation inside the body through a biomarker on the tumor cells. Since any kind of radiation therapy is complicated (especially conventional radiation), having a universal dosing regimen, irrespective of the patient type makes Lutathera appear somewhat easier to use.

Example: **Otezla for Psoriasis/ Psoriatic Arthritis**

In the case of Otezla, the universality is applied to no lab monitoring requirements for any patient type. Starting a PsO/PsA patient on any disease-modifying therapy is challenging enough for HCPs because of step edit approvals, injection training, etc.

**Otezla**  
apremilast

For any adult patient with plaque psoriasis or active PsA, Otezla is the only therapy that patients can start today with no initial or ongoing lab monitoring.

## STRATEGY # 2:

# Use large, easier-to-interpret numbers when presenting your data

When data is available, enhancing the simplicity of messaging through the use of large, easy-to-interpret numbers can make HCPs feel that using your product can simplify the treatment of the disease. When values are impressive and easily interpreted, there is an unconscious notion that these values lend to the simplicity of a treatment.

On the other hand, if data of nominal values is all that is available, forego inclusion as it can subtly frame the product as difficult to grasp the true benefit, increasing sentiments of complication.



**>64 million doses** administered worldwide across all indications since launch (and counting)

### Example: **Eyelea for Age-related Macular Degeneration**

Eyelea was the market leader in AMD for many years until Vabysmo started gaining ground. Since Eyelea has been used for more than a decade, they can use large numbers to refer to their widespread usage globally.

### Example: **Hemlibra in hemophilia A**

Most hemophilia A treatments have respectable response rates for the zero-treated bleeds endpoint, but Hemlibra is presenting its data in a very easy-to-understand and compelling way.

The HCP can look at the chronologically arranged numbers and quickly conclude that the drug works consistently over the short and long term.



Percentage of Hemlibra patients with zero treated bleeds measured in discrete 24-week intervals over 144 weeks.

Weeks 1-24: 71%  
Weeks 25-48: 80%  
Weeks 26-72: 81%  
Weeks 73-96: 84%  
Weeks 97-120: 83%  
Weeks 121-144: 82%

## STRATEGY # 3:

# Use repetition on the most important words and data points

Using repetition simplifies messaging by hitting home on the product features, benefits and data that matter most. By repeating a distinguishing aspect of a product, it becomes easier to recall, thereby simplifying the comprehension of a product and ultimately simplifying the trade-off decisions involved in choosing that product.

Repetition by itself is obviously not enough, it is critical to apply repetition to the product features/benefits that can help create the perception of easier decision-making.



Only Epclusa has a 100% overall cure rate among all of the following subpopulations (among pangenotypic regimens)

- 100% cure rate – Any injection drug used in the past 30 days
- 100% cure rate – At least daily injection use in the past 30 days
- 100% cure rate – Current MOUD
- 100% cure rate – Alcohol use in the past 30 days
- 100% cure rate – Unstably housed
- 100% cure rate – Genotype 3

### Example: **Epclusa for HCV**

HCV treatment has been transformed in the past decade and many antivirals are now available that can completely cure the patient and make the virus undetectable. In the past, HCPs used to warehouse 30-40% of patients and not even treat them, now HCPs just want the antiviral that gives them a perfect cure with as many patient types as possible so that treating HCV is as easy as possible.

### Example: **Astepro in allergy**

Repeating the flexibility of 1 or 2 times daily helps Astepro indirectly convince HCPs that even patients suffering most from allergies will be able to control symptoms and not need frequent changes to the treatment.

### **ASTEPRO**

**Flexibility to dose PRN 1 or 2 times daily**

With Astepro, many patients can achieve relief in just 1 dose a day, while having the flexibility to dose twice daily.

HUMAN NEED

#5

Messaging strategies to  
deliver against

**Novelty**

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“ *Product X offers a newer, better way to treat this disease* ”

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## Delivering on the HCP's Need for NOVELTY

In some conditions, HCPs are very happy with the performance of existing/legacy treatments. In other conditions, they have a lot more unmet needs and are urgently looking for science to produce better treatment options.

Either way, HCPs can have a need for novelty in almost every disease state and could even be making treatment decisions using the mental short that “Newer is Better” (known as Novelty Bias in behavioral science). Newer is not always better, but in medicine, it is more likely to be true than in other industries because of the high bar for approvals.

### Top 3 Messaging Strategies to Deliver on HCP's Need for Novelty

**Strategy # 1:** Use Specificity in language to imply that the product is very unique

**Strategy # 2:** Use language that delivers against the most foundational category benefits

**Strategy # 3:** Use a benefit stacking approach because one benefit is price of entry

## STRATEGY # 1:

# Use Specificity in language to imply that the product is very unique

One way to convey novelty is through specificity. Including language that highlights the specifics of a product not only differentiates from competitors but also positions itself as a novel product that has distinctive features.

Focusing on uniqueness (such as a first-in-class MOA) or cornerstone aspects (unparalleled benefits, FDA approval, etc.) implies innovation and, in turn, novelty.

Specificity can be applied to almost any aspect of the product, ranging from trial design, endpoints, dosing, dosage form/strength, patient type, patient support program, companion diagnostic, companion mobile app, and more.

If the specific feature being highlighted can be paired up with language like a novel, first, only, one-of-a-kind, etc. then delivery against the Novelty need is obviously stronger but even without those words, the need can be addressed adequately.



Tepezza is indicated for the treatment of thyroid eye disease, regardless of disease activity or duration

Tepezza prevents disease progression by treating the root cause of TED

### Example: **Tepezza for Thyroid Eye Disease**

Specifying “regardless of activity or duration” helps create the perception that the MOA of this drug could be different and innovative. “Treats the root cause” further enhances that perception and helps HCPs believe that the MOA was designed purposefully to solve a tough problem and is, therefore, innovative from the start.

### Example: **Gemtesa for Overactive Bladder**

Gemtesa is utilizing the power of “first and only” language multiple times and applying it to dosing and safety, which is creating the perception that this drug was designed with an innovative approach. If titration and BP warnings have been major barriers to using OAB drugs in the past, then these messages are not only delivering the Novelty need, but they are also addressing many treatment barriers.



First and only beta-3 agonist with one dose, no titration

First and only beta-3 agonist with no blood pressure warning on its label

## Use language that delivers against the most foundational category benefits

A counterintuitive way to deliver against the Novelty need of the HCP is to not focus on differentiation and instead focus on the most foundational, most relevant category benefits...because Super relevance can be differentiating in itself.

When the messaging delivers on every aspect of the value proposition that HCPs need from a new drug, it differentiates the product in their mind even though no language was used directly to establish differentiation.

By spotlighting the core benefit(s) in a persuasive way, it frames the product as a novel option with a specific goal that is clearly new and different from other existing products.



When taken every night, QUVIVIQ continued to improve sleep over time

- **Nighttime** – Fall asleep faster, Stay asleep longer, Increase total sleep time
- **Daytime** – Reduce daytime sleepiness

Example: **Quviviq for insomnia**

Value proposition of treating insomnia at night which also benefits daytime sleepiness. Patients do not have to settle for a good sleep vs. an alert day, they can have both.

Example: **Uplinza for NMOSD**

Uplinza addresses all the unmet needs in NMOSD in one message – efficacy, safety, and dosing! In addition, they prime the HCP with an unmet need message to remind them that the value propositions of current treatments are simply not sufficient to treat this complicated condition.



All NMOSD treatments can lower the risk of attacks, But what about other disease complications, treatment considerations, and time lost to frequent dosing?

Only Uplinza delivers the combination of protection beyond attacks, an established safety profile, and twice-yearly dosing.

## STRATEGY # 3:

# Use a benefit stacking approach because one benefit is price of entry

Novelty can also be communicated by stacking distinguishing benefits because in most disease states, delivering on just one main benefit is not enough anymore and HCPs already have too many treatment options that offer one or more benefits.

Messaging to a benefit stack can also be problematic because it can confuse HCPs and they may not remember any of the benefits. This can make it hard for an HCP to hone in on the most differentiating aspects through an overload of information. Stating one or two overarching benefits makes it easier for an HCP to recollect the novelty of a specific product and what it has to offer over competitors.



### Amvuttra delivers rapid knockdown

The first and only silencer for both ATTR-CM and hATTR-PN, AMVUTTRA suppresses TTR\* production at the source

### Example: Amvuttra for ATTR-CM

Amvuttra is also leveraging the powerful phrase “first and only” and applying to a dual-MOA story to create the perception that it is a novel drug. Additional language like “rapid knockdown”, “silencer” and “suppresses production at the source” further enhances the perception of benefit stacking, leading to even better delivery against the HCP’s need for Novelty.

### Example: How to use One or two benefits

Uzedy is a long-acting injectable (LAI) version of Risperdal, which was first introduced in 1994, so one can argue that while the dosage form is novel, the active ingredient is not.

However, Uzedy is cleverly stacking multiple product benefits together in adjacent messages, applying novelty to drug delivery technology, PK/PD and dosing. The result has potential to create strong perceived differentiation vs. other LAIs, which can be very helpful since Uzedy has a very late-to-market entry.



### A DIFFERENT KIND OF LAI

DISCOVER A RELAPSE-PREVENTION TREATMENT WITH THE ONLY LAI THAT USES STEADYTEQ™ TECHNOLOGY

STREAMLINED INITIATION - No loading dose or oral supplementation is needed

RAPID ABSORPTION - Therapeutic levels are achieved within 6 to 24 hours



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## About Newristics

Newristics is the market leader in optimizing go-to-market communications for pharma brands.

Combining the power of behavioral science, machine learning analytics and databases, Newristics optimizes GTM communications for **Top 20/20** pharma companies and **200+** brands.

Interested in learning more about Newristics?  
Reach out to [info@newristics.com](mailto:info@newristics.com) or visit [www.newristics.com](http://www.newristics.com)

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