

C1 SPECIAL PROJECT

Solving the Mystery: Why Advair Share is Low

Proposal on How to Effectively Sell Advair and Erade Flovent Share

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- If you want to put more money in your pocket, you have to master selling Advair vs. Flovent. For a year before launch and for the last year, we have been conditioned to sell against Flovent + Singulair or Flovent + Serevent. We need to recondition ourselves. In C1, because we did such a great job selling Flovent before Advair, FLOVENT ALONE is our NUMBER ONE COMPETITION!
- Why Advair share is low & what we need to do about it.
5 Major Premises:
 - 1) We have not been selling against our #1 competition... Flovent.
 - 2) We have not "segmented" our Flovent prescribers and developed clear, concise messages for docs depending on what strength of Flovent they prescribe most.
 - 3) We have not effectively used our clinical data to sell doctors on Advair and this is what they say sells them best.
 - 4) When we do utilize clinical reprints we have not implemented The Coke Marketing Concept: "Coke Is It." We must delineate clear, concise messages for each reprint we use and deliver them consistently across the sales forces.
 - 5) We have not given the doctors a clear business reason to use Advair-how is using Advair instead of Flovent going to put more money in my pocket? Focus on "EASE OF USE".
- When C1 docs pick a "combo" asthma therapy, their top 3 picks are...
 - Flovent 44 + albuterol
 - Flovent 110 + albuterol
 - Flovent 220 + albuterol...NOT Flovent + Serevent OR Flovent + Singulair!
- 4 Major Selling Scenarios and 4 Clinical Reprints to Utilize to Sell Advair:
Doctors who within their asthma controller market are prescribing a majority of:
 - 1.) Flovent 44 - Kauru
This should hit home with the doctor because
Kauru makes a direct comparison between Flovent 44 mcg BID and Advair 100/50 BID and the benefits for the appropriate patient of stepping up to Advair 100/50.
 - 2.) Flovent 110 and 220 - Condemni
This should hit home with the doctor because
Up to now, the doctor has been satisfied with high-dose Flovent. Condemni proves that Advair is more effective than high dose Flovent, and gives the doctor a reason to switch the patient or choose Advair 100/50 instead of increasing the Flovent dose from 44 to 110 BID.
 - 3.) Flovent & are Anti-Serevent - Matz
This should hit home with the doctor because
Up to now, the doctor has had questions about Serevent "masking" underlying inflammation. Get the doc to acknowledge that exacerbations are a good marker of out-of-control inflammation, and the doc will be sold on Advair.
 - 4.) Singulair as monotherapy - Calhoun
This should hit home with the doctor because

Up to now, the doctor has been satisfied with Singulair as first-line monotherapy for their asthmatics. Colburn proves that Advair is more effective than Singulair, and gives the doctor a reason to choose Advair as first-line monotherapy for appropriate patients instead of starting the patient on Singulair first.

- In each of our 4 Major Selling Scenarios, we need to include a sound business reason for the doctor to switch from Flovent to Advair & top it off with our "Coke is it" tag line:

ADVAIR IS EASY TO USE FOR ALL ASTHMA PATIENTS.

Examples of sound business reasons:

- "Doctor, if you prescribe Advair, your asthmatics will be better managed and will not present to the office in "crisis". This means that you will be able to see more patients and increase the efficiency and profitability of your office. You may be able to see 25 patients per day vs. only 20. Advair is easy to use for all asthma patients."
- "Doctor, Advair helps your office run more efficiently since patients are better controlled and will be less likely to call you back with a medication failure. If your office runs more efficiently, you will have more time with your family. Advair is easy to use for all asthma patients."
- "Doctor, instead of having to take the extra time to explain two different drugs in two different inhalers, Advair Simplifies. All you have is one Diskus to describe! This will save you time with the patient, and allow you to see more patients and increase the efficiency and profitability of your office. Advair is easy to use for all asthma patients."
- "Advair helps keep overall health care costs down, so you can look better to an MCO. Patients are better controlled on Advair thus keeping down ER, doctor office and hospitalization costs. Advair is easy to use for all asthma patients."
- "Advair is rated as a "controller" according to NICHQ Guidelines, thus helping your quality rating within your group by MCOs. Thus, Advair can help you stay within the guidelines for asthma treatment and help your group acquire better rates with hospitals and MCOs. Advair is easy to use for all asthma patients."