

HEALOGIX Headlines™

A biannual company newsletter about our industry & team | Q4, 2019

Consumer Research for an Rx-to-OTC Switch



By Jennifer Stewart, Healogix VP

Rx-to-OTC switch refers to the transfer of a prescription medication (Rx) to nonprescription (OTC) status. According to the Consumer Healthcare Products Association (CHPA), more than 700 current OTC products contain ingredients or dosages that were available only by prescription less than 40 years ago. Each product switch allows consumers to have access to an ever-increasing number of medicines that can benefit them in terms of health, convenience, and affordability without a prescription.

Rx-to-OTC switch is a highly regulated, multi-stage process that is based on scientific evidence. For a product to gain OTC approval by the FDA, several key criteria must be met:

- A healthcare provider must not be needed for safe and effective product use.
- The product must have an acceptable safety margin.
- The product must have low misuse and abuse potential.
- The product must have understandable labeling to ensure proper use.

Since 1975, allergy and cough/cold medications have dominated the product switch landscape, but products in other categories have also been successful

including smoking cessation aids, heartburn relievers, pain treatments, sleep aids, antifungals, contraceptives, and weight loss aids.

The consumer research required for an Rx-to-OTC switch can vary greatly depending on the OTC product's similarity to the current Rx product and the history of other products switched in the same category. If the switch is in a new OTC category, the process can become even more complex, with both significant time and cost investments. A typical market research plan for an Rx-to-OTC switch may involve, but not be limited to, the following:

- Preliminary Market Assessment to determine the opportunity an OTC product might provide by measuring the incidence of the disorder in the general population, profiling key subgroups of interest, and gauging interest in an over-the-counter product
- Pricing Research to understand price elasticity of the product as an OTC offering
- A&U (Attitudes and Usage) and Segmentation to obtain foundational insights about the category among consumers and gain a better understanding of how competing brands interact to identify opportunities for the product and develop a strategy

for marketing it to various consumer segments

- Concept/Messaging Optimization and Volume Forecast to select and optimize the winning concept(s) that will be utilized moving forward in a volumetric forecast
- Label Comprehension studies to determine the consumer's ability to understand key facts of the OTC label
- Self-Selection studies to assess the ability of consumers to apply drug labeling information to their personal health situation to make correct decisions about whether or not it is appropriate for them to use the product
- Packaging research to identify which package structure and design elements (such as color, imagery, etc.) are most appealing for this product and will command the highest purchase interest
- Pilot AUT (Actual Use Trial) to prepare and optimize the design of a Pivotal AUT which would determine whether consumers could use the product safely and effectively

If you are interested in learning more or looking for a partner to help conduct consumer research related to an Rx-to-OTC switch, please contact Jennifer Stewart at 484-919-2362 or jennifer.stewart@healogix.com •

HEALOGIX Happenings



BIRTH ANNOUNCEMENT

Lisa Giannoumis and her husband, Lou, welcomed their first child, Evan Dimitrios, at 8:40am Sunday morning, November 10th, weighing 6 lbs 7 oz, and 19 inches long.



NEWS

Healogix Vice Presidents **Drew Cutler, Ph.D.**, and **Michael Galvin, Ph.D.**, have recorded two podcasts focusing on new trends and developments in oncology. You can listen to their insights by clicking on the links below:

- In their first podcast, “Life on the Cutting Edge: Where Oncology is Taking Us”, Drew and Michael discuss the trends they have observed in the oncology field over the last 20 years. You can listen to this podcast at healogix.com/news/oncology-podcast/
- In their second podcast, “Reason to Hope: Acceleration in the Oncology Space”, Drew and Michael explore the significant improvements that new oncology treatments offer over older/traditional approaches. You can listen to this podcast at healogix.com/news/listen-to-our-reason-to-hope-podcast-from-drew-cutler-and-michael-galvin/



CONFERENCES

PMRC USA

February 5-6 2020, Newark, NJ

Attendees: Catie Barbieri, Michelle Milewski, Jennifer Stewart, Ed Siebert, Tim Edbrooke

Intellus Worldwide Summit

April 29-May 1 2020, Philadelphia, PA

Attendees: Kelly Smith, Amy Bailey, Maxine Yarnall, Kate Evans, Ed Siebert, Tim Edbrooke

Did You Know?

PHARMACY TRIVIA

Test your pharmacy knowledge with these five pharmacy trivia questions. Let us know how you do!

1. Which Avengers hero worked at a pharmacy before he became famous?

- A. Robert Downey Jr. C. Chris Hemsworth
B. Chris Evans D. Mark Ruffalo

2. Which medication is considered #1 in terms of total lifetime sales?

- A. Lipitor C. Crestor
B. Synthroid D. Viagra

3. Which soft drink was invented by a pharmacist?

- A. Coca-Cola C. Dr. Pepper E. All of the above
B. Pepsi D. Vernors Ginger Ale

4. After Germany lost World War I, Bayer was forced to give up the trademarks for Aspirin and Heroin as part of the Treaty of Versailles in 1919.

TRUE or FALSE

5. Match the medication/class to its origin of discovery:

- ___ 1. Warfarin A: Saliva of the Gila monster
___ 2. Byetta (exenatide) B: Madagascar periwinkle plant
___ 3. Vinca Alkaloids C: Spoiled sweet clover feed that was later marketed as rat poison

ANSWERS:

1: C Chris Hemsworth. In fact, as part of his job, he sterilized breast pumps after women returned them to the pharmacy.

2: A Lipitor. With data provided by IQVIA, Fierce Pharma published data that revealed Pfizer’s Lipitor remains the U.S.’ best-selling drug over the last 25 years with U.S. sales equalling \$94.67 billion.

3: E All of the above.

4: True

5: 1 = C, 2 = A, 3 = B



Do you have a story idea for our next newsletter? Send thoughts to ed.siebert@healogix.com