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○ ISSUE 1

○ December 2013

Brandspeak

Med-ad Update

AN E-UPDATE BY BRANDCARE

The asthma market is forecast to grow marginally to 2019 across the leading eight developed nations, from \$16.6 billion in 2012 to a projected value of \$21.6 billion in 2019.

Asthma Therapeutics Market to 2019

As per the latest research report by GBI, “Asthma therapeutics market to 2019 – Breakthrough Biologics to Enhance Treatment of Severe Asthma and Drive Market Growth”, the mentioned growth of 30.1% by 2019, is primarily due to the new market entrants despite the attrition of leading brands combined with the rising disease prevalence though not at the pace as earlier.

Certain expensive therapies like GSK’s Relvar and multiple monoclonal antibodies (mAbs) could however enter the market. These mAbs could be potent game changers for the serious form of the disease. The report also highlights that across eight major

countries (US, Canada, France, Germany, Italy, Spain, UK and Japan) the asthma market is estimated at \$ 16.6 billion which will upgrade over the growing years due to increased number of affected people. The prevalence of the asthma market is forecast to rise steadily across the mentioned eight nations, most notably in UK and US. Asthma prevalence in these eight countries is a prominent contributor to the size of the market.

Patients experiencing aggravation often require hospitalization which increases the overall healthcare burden. A drug that reduces this impact is of high value to the market.

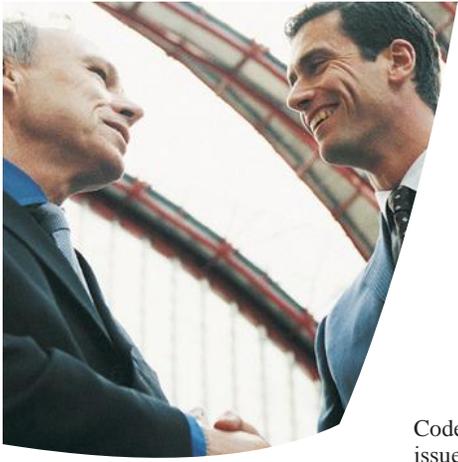


Online Physician Communities set to fly

Pharma marketers cannot afford to ignore the extensive research and engagement opportunities professional online communities have to offer.

Physicians do value social media as a source of current information. Online communities are a great way of sharing and understanding regional practices they feel. It also gives them a better peer visibility and a chance at generating more professional likes. To know more about our indigenously developed online physician community doctalkpanel.com, call us.





Is Social Media bringing value to Pharma?

Can an industry as heavily regulated as pharma, and therefore inherently conservative in its external communication, ever really 'get' social media in the way that other sectors, like FMCG, do?

Social media today is the biggest driving source influencing opinions, lives, attitudes, perceptions, opening new avenues, bringing the world at your screen and therefore inherently influencing businesses too. When each and every business has by now realized the value of social media to drive their growth, pharma is one sector which is yet to incorporate that in full potential.

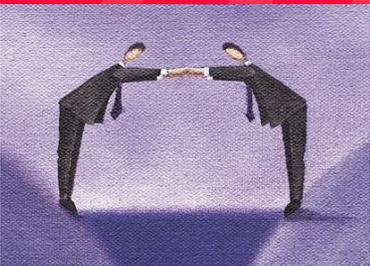
For an industry as highly regulated as pharmaceutical, social media marketing might be perilous in some sense owing to the unpredictability of content published on social media sites, it could be complete, incomplete, altered and slightest of such change might cost a lot. Companies involved in directly making use of social media can at least make sure of content moderation and other checks and controls could be put in place that keep any unauthorized sources from posting. The PMCPA (Prescription Medicines

Code of Practice Authority)) issued guidance on "digital communication" that clearly states that the use of social media must fit-in and comply with the existing regulations. But here is what the pharma companies need to understand: Social media is about engagement, not advertising. This is one area where, with all the regulations kept in place and keeping the user in control, awareness and engagement could certainly be achieved. In a serious business of healthcare, the motive is to educate and comfort people with the right kind of knowledge which is

what pharma can certainly aim at. With the power of social media being as high as an addition of some 5 million users per week for just one, though big but just one element of social media i.e. Facebook; importance of this social channel cannot be ignored. More to realize the time spent per person on such sites with the mobile versions of all such engagement platforms is significant. If people can be connected with, anywhere and anytime then why shouldn't pharma make use of it!



ADHERENCE IS AN ATTITUDE ISSUE:
Brandcare studies how attitudes impact adherence in diabetics



Diabetes being a chronic metabolic disorder, screening of individuals into personality types, based on their past and current reaction to diagnosis, may be crucial to impact adherence. Brandcare studies how attitudes impact adherence in diabetics. **Call Akash Jain on 02225625755/5855 for a presentation of the report.**



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Meet our character of the month for Merck Serono's Dvion

