



Driving Adherence to Therapy for Toprol-XL®...

Situation

As Toprol-XL®, a leading beta-blocker to treat hypertension, was nearing its patent expiration, one of AstraZeneca's growth strategies for the brand was to drive increased adherence to therapy.

AstraZeneca approached Rosetta to develop insights into the differential drivers of adherence/lack of adherence and to translate those insights into a holistic targeted adherence initiative. Specifically, AstraZeneca was looking for a feasible way to increase patient adherence to the drug and to develop an extended database to support new product launches within the cardiovascular category.

Solution

Leveraging its patented patient Personality-based segmentation insights, Rosetta developed *Heart Horizons*, a fully integrated, online customer relationship program about heart health designed to convert, support, and drive persistence to drug therapy for Toprol-XL®.

Rosetta also developed tailored creative components and collaborated with media outlets to ensure campaign integration via both online and offline channels. The program was optimized by measuring personality-level program performance including the continuous tracking of traffic sources, site pathways and e-mail response rates.

Results

- The results were compelling. This unique insight-based personality targeted and tailored adherence-focused program achieved all of its goals, most importantly a 9% lift in persistency (a measure of adherence to drug therapy) for program participants over a nine-month period.
- Additionally, *Heart Horizons* was named *Best Branded Integrated Campaign* at the DTC National Conference and won the Gold Award as *Best Integrated Campaign* of 2006 in the Yahoo! Big Idea Chair Competition.