

Disease Specific Programmes

Adelphi Group Products provides global in-depth understanding of the dynamics in distinct disease and decision areas to address customised strategic marketing, business intelligence, health outcomes, value and communication issues across the brand lifecycle.

Disease understanding and expertise are critical in ever more challenging therapeutic areas.

Holistic benchmarks of disease are a pre-requisite to define and assess independently the real dynamics of the disease as well as opportunities and the impact of medico-marketing strategies.

Unmet therapeutic needs can be defined and monitored through a thorough evaluation of clinical practice, doctor evaluations and perceptions, patient motivation, level of knowledge and satisfaction.

Market definitions, brand performance and potential rely on precise, measurable and disease-specific indicators.

Our Disease Specific Programmes, or DSPs, provide an integrated approach combining doctor and patient audiences incorporating payor and carer perspectives.

Based on up to 12,000 patients and 1,000 doctors worldwide and repeated at regular intervals, the DSPs constitute a 'gold standard' reference in the industry in challenging therapeutic areas such as CNS, pain, inflammatory, cardiovascular, respiratory and metabolic diseases.

The Adelphi logo is written in a teal, cursive script font. The word "Adelphi" is written in a fluid, handwritten style with a thin underline beneath the letters.

Each DSP provides:

- complete understanding of the disease dynamics
- treatment algorithms (based on longitudinal data)
- market definition, labelling, sizing, structure and segmentation
- key drivers for drug therapy
- unmet needs and disease impact
- detailed prescribing patterns (including dosage analysis, switching patterns, combination therapy).
- monitoring brand positioning and performance
- brand mapping
- identification of market trends and changes and
- impact of medico-marketing strategies.

Markets covered include: Europe, USA, Canada, Japan, Latin America and Australia.

Outputs from DSPs are increasingly being used in scientific publications, abstracts, posters, regulatory submissions and detail aids across a number of disease areas to support brand development.

DSP information is also routinely incorporated into health economic and patient-reported outcomes models such as cost of illness and quality of life.

Outcomes Solutions

Real world observational data substantiating opportunities and challenges for brands:

- PROs
- Quality of life
- Patient satisfaction
- Burden of disease
- Resource utilisation
- Longitudinal perspectives

Communications Solutions

The industry gold standard for shaping marketing and communication strategy and defining education imperatives

- Tailored consultation and creative input to communications strategy development
- Creative support to key planning meetings
- A statistical service that responds rapidly with expert knowledge of the data
- A writing and publication management service - to secure timely publication
- A creative team delivering campaigns designed to maximise the impact of opinion-changing publications

The logo for Adelphi, featuring the word "Adelphi" in a stylized, cursive script font. The letters are dark teal or green, and the 'i' at the end has a distinctive underline that loops back under the 'p'.