

# CASE STUDY

## GEDEON RICHTER

How online insights mining helped define the global digital strategy of a new pharmaceutical product?



IF YOU LISTEN  
TO EVERYTHING,  
YOU LISTEN TO  
NOTHING.



## Definitions.

### ONLINE INSIGHTS MINING > **TAKING A SNAPSHOT**

Online Insights Mining is the activity of listening to the past public web, collecting spontaneous user generated content and structuring them in order to compose and visualise a map of your online information market. This study can answer the questions why and how your market dynamics are impacting your strategy.

### ONLINE MONITORING > **TAKING THE PULSE**

Online monitoring is the activity of tracking all the spontaneous reactions from the web as soon as they are published and to literally have a live view on who is speaking about your brand, what are the related topics and where and when it happened. It can be considered as a quantitative approach compared to online insights mining.



## Context.

Gedeon Richter

> **Serving women since 1901**

Gedeon Richter Plc. ([www.richter.hu](http://www.richter.hu)), headquartered in Budapest/Hungary, is a major pharmaceutical company in Central Eastern Europe, with an expanding direct presence in Western Europe. Having reached a market capitalisation of EUR 3.3 billion (US\$ 3.6 billion) by the end of 2015, Richter's consolidated sales were approximately EUR 1.2 billion (US\$ 1.3 billion) during the same year. The product portfolio of Richter covers many important therapeutic areas, including gynaecology, central nervous system, and cardiovascular areas. Having the largest R&D unit in Central Eastern Europe, Richter's original research activity focuses on CNS disorders. With its widely acknowledged steroid chemistry expertise, Richter is a significant player in the female healthcare field worldwide. Richter is also active in biosimilar product development.

Since 2012, Kainjoo is a trusted partner supporting the company globally in the launch of innovative drugs worldwide. For a major product launch (Ulipristal Acetate 10mg), Kainjoo and Linkfluence teamed up to analyse the online information market and define a coherent strategy.

# Objectives.

## Patient centricity > **Understand unmet needs**

Gedeon Richter planned to provide a measurable impact into women lives. Patient centricity is therefore the DNA of the approach and the analysis should assess the expectation of women regarding their symptoms or their current belief with the disease here uterine fibroids.

## Beyond the pill > **Providing services that add value**

One aspect the study needed to bring is the creation of services that complete the information layer that the company can provide. Services can be designed for patients, helping them dealing with symptoms or HCPs for improving their clinical practice.

## Managing AEs > **Addressing adverse events**

Listening to the web is often associated with the risks of increasing PV reporting internally. This fear is linked to the burden of resources linked to the activity. As part of the study, it is required to handle a governance and a process to manage AEs from online channels.

## Digital Innovation > **Meet the new doctor**

As part of a digital transformation journey of Gedeon Richter, the study should help understand which approach to digital is the best suited for the company globally. The digital plan should be nurtured by the insights of the study and map which channels and content should be use by targets.

## Empower Reps > **Sync the field to new channels**

What is the place of the web in the clinical practice for scientific information? How the sales reps should fit into a new model where channels are multiplied and the attention of HCPs reduced during visits? The study will reveal the status and the maturity of professional discussions online.

## Corporate Brand > **Position Richter as a leader in the area**

What is the reputation of Richter in new market targeted for the launch? What communication angles should be focused on? The study will help understand and map the relays that can spread a message and position the company and its portfolio.

# Approach.

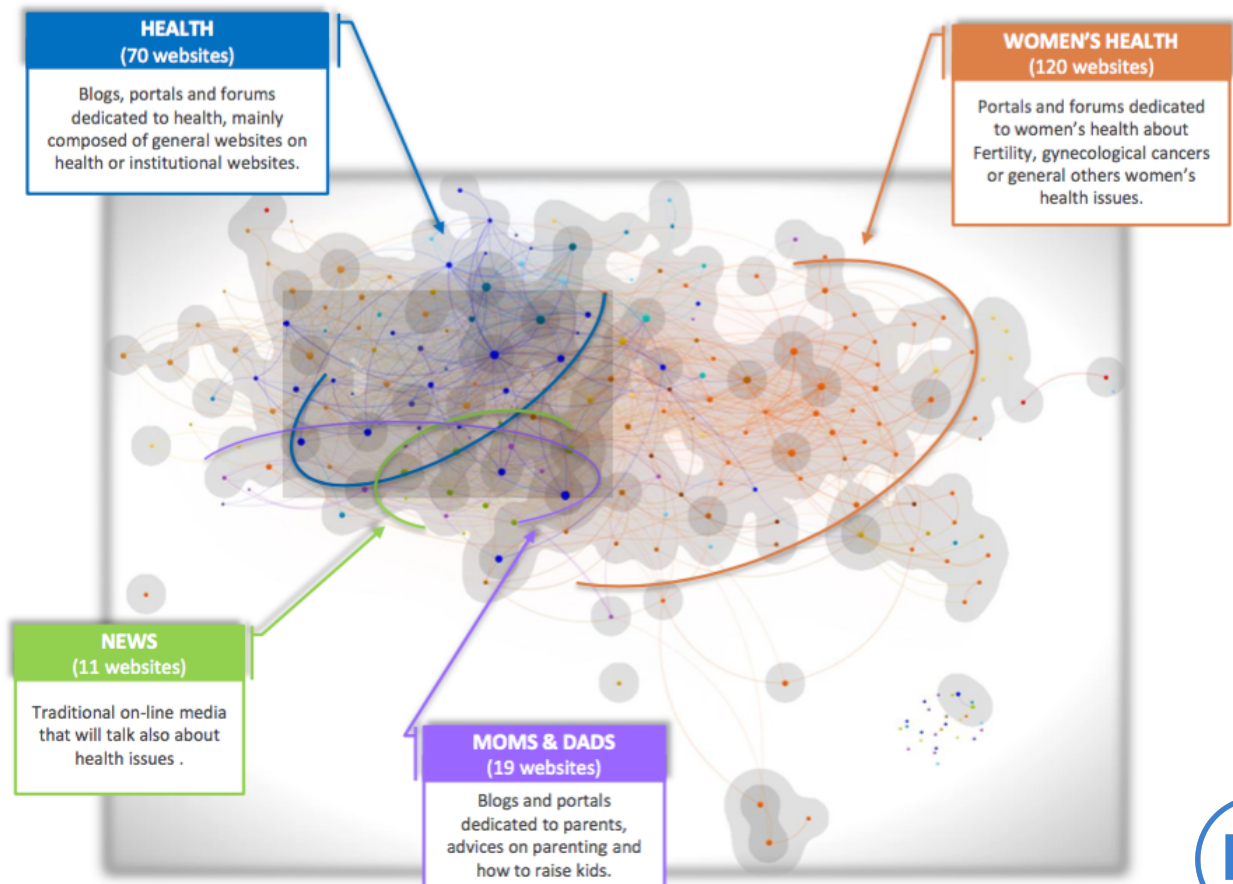
## Prospective Study in english and German

> What are the dynamics of the Uterine Fibroids online information market and their evolution?

In order to prepare the launch of Ulipristal 5mg, Kainjoo recommended to focus on the english and german markets, as they were the first in line for the pre-operative indication. The english market is also important as it is crucial to distinguish the US market regulated by the FDA to the EU and UK regulated by the MHRA.

Linkfluence team were briefed with existing market research, relevant URLs and documents to identify any information worth sharing for the marketing, scientific and market access team.

After 2 months, the directors of research came back to Kainjoo with insights from the study and a dynamic map with all web properties and communities building the eco-system. A joint analysis, held by a .life consultant defined the proper set of digital activities align on the brand objectives. Combining insights from the web, the approach helped get a robust and tailored strategy for Richter, while keeping the patient at the center of the reflexion. This snapshot is planned to be re-launched every year to measure the evolution and impact of the defined activities in the digital strategy.



# Study results.

## **Opportunities to become a online leader in uterine fibroids**

> A lack of resources online is opening the door for Richter to become a provider of information and services for both patients and HCPs

## **The US pollute the english web with discussions that are not regulatory proofed**

> How to bring a UK ready conversation online to help patient put a name on symptoms and drive them to talk to their doctor?

## **Patients talk about symptoms, without connecting it to uterine fibroids**

> Uterine fibroids seems to be a topic that is not yet invited to the women health table of discussion in the EU.

## **Unexpected patients profiles and conversations**

> Cancer, fertility and pain during sex were conversations with a high penetration in the map, especially from diagnosed patients

## **The scientific results of Ulipristal Acetate, an opportunity for the Richter corporate brand**

> The HCP community is welcoming positively the results of clinical studies, a way to position Gedeon Richter in the therapeutic area

## **A fresh presence in Western Europe, with a generic drug maker image to refresh**

> The clusters talking about the corporate brand associate it with a generic drug maker image, or with the acquisition of innovative drugs.

# Online strategy for Richter.



## 8 steps to setup a digital strategy connected to the brand objectives

> Richter is taking the time to jump on the right digital train, building capabilities internally by listening, to act surgically in their markets with accuracy and added value.

# Post-studies online activities.



## A refreshed corporate presence

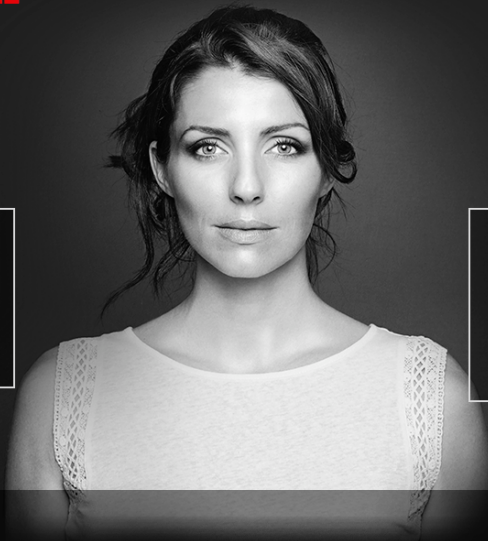
> Capitalising to this image of innovative drugs acquired, Richter is refreshing their online presence with state-of-the-art website.



# ESMYA® – TRANSFORMING THE MANAGEMENT OF UTERINE FIBROIDS



THE FIRST MEDICAL TREATMENT FOR THE LONG-TERM MANAGEMENT\* OF UTERINE FIBROIDS



### HEALTHCARE PROFESSIONALS

Not registered in Esmya.com? This website is intended for healthcare professionals only

[CONTINUE TO THE PROFESSIONALS PORTAL](#)

### PATIENTS

If you are a patient, you should visit fibroidsconnect.com, an online resource for patients outside the U.S.

[CONTINUE TO THE PUBLIC PORTAL](#)

### MEDIA

If you are a member of the press, a blogger or an industry observer, please visit the Gedeon Richter or Pregel pressroom to get the latest press releases.

[Continue to press room](#)

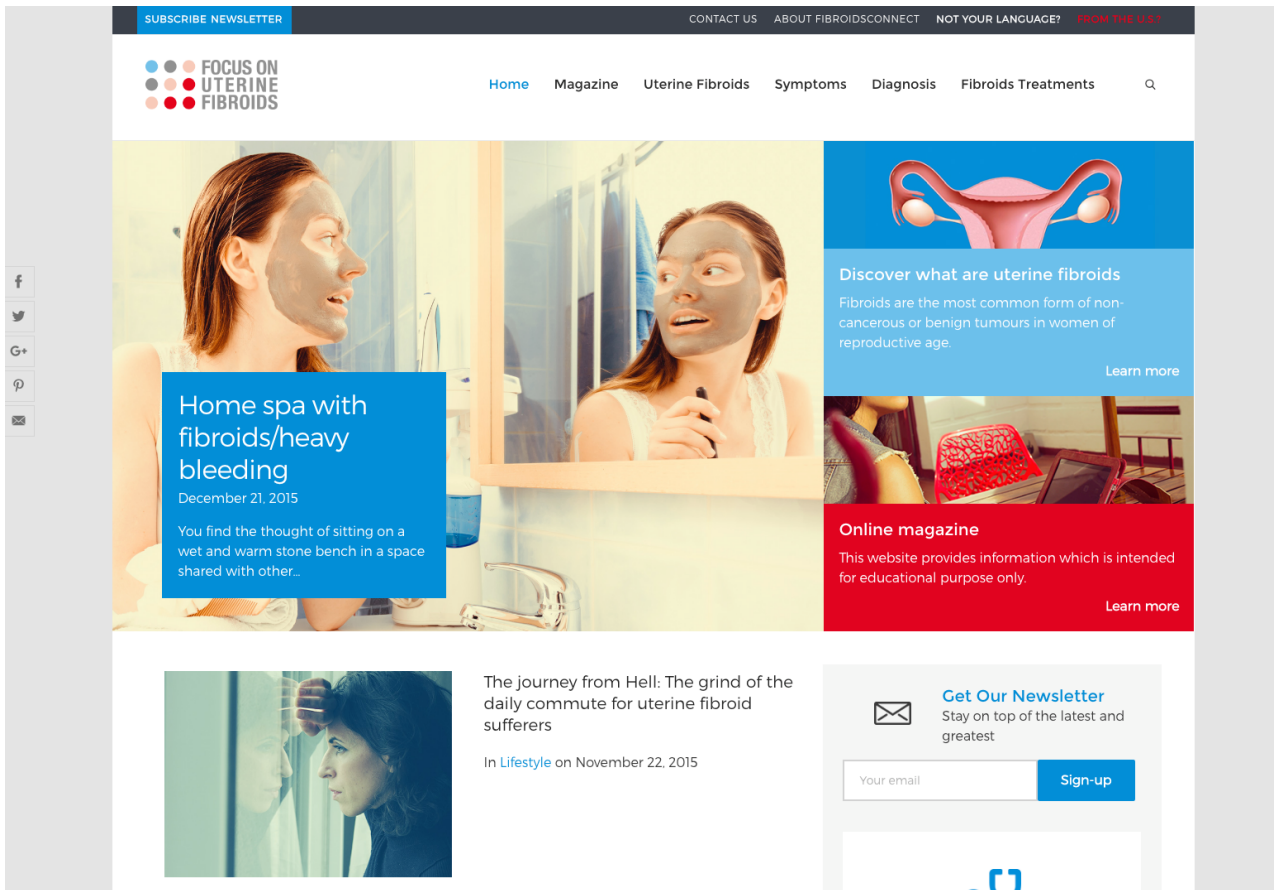


ESMYA® is the first medical treatment for the long-term management\* of uterine fibroids.\*

- Convenient for intermittent use\*
- Fast, reliable and sustained control of bleeding\*
- Significant and sustained reductions in blood volume\*
- Improved quality of life\*
- Well tolerated\*

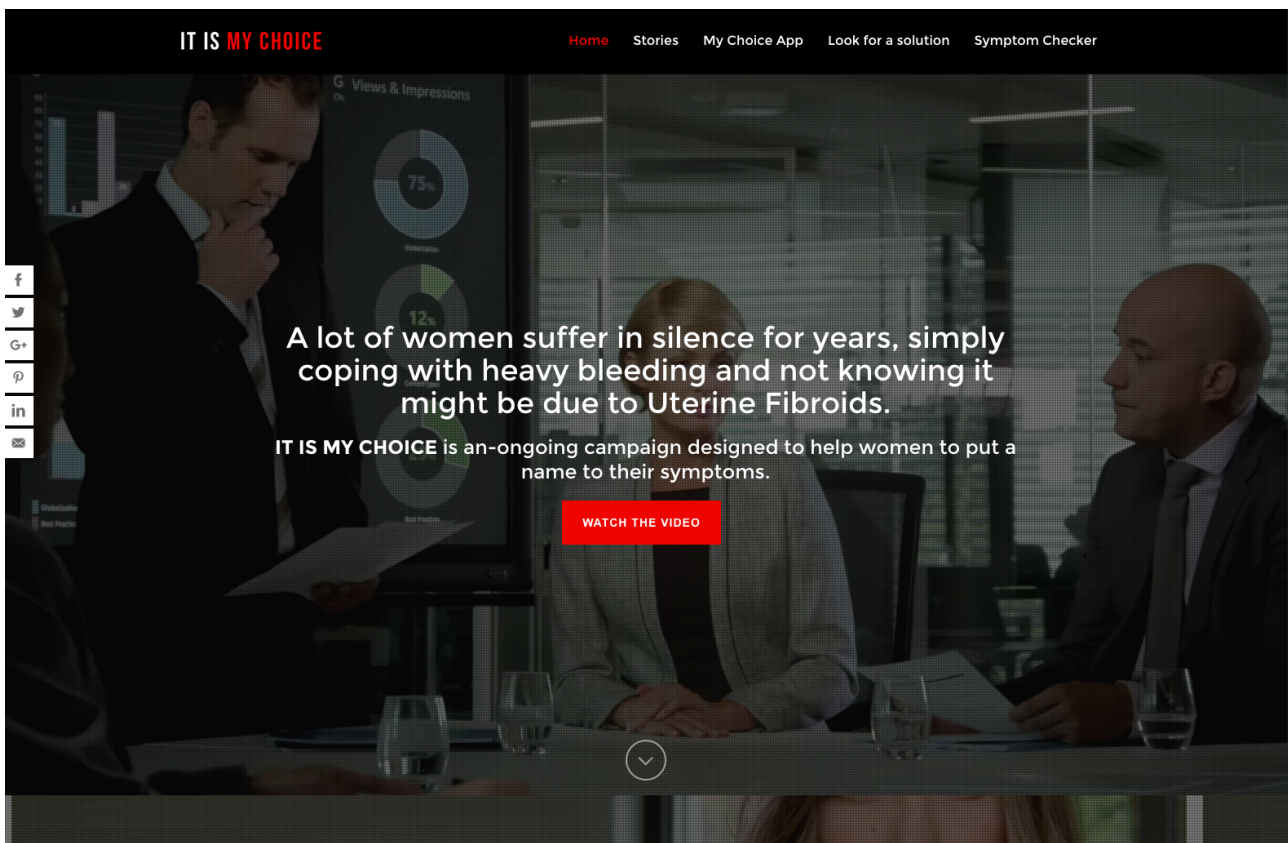
## An emotional way product story for HCP, putting patients first

> Learning from case studies online and from women themselves helped shape new patients profiles, and raise new key messages for the drug.



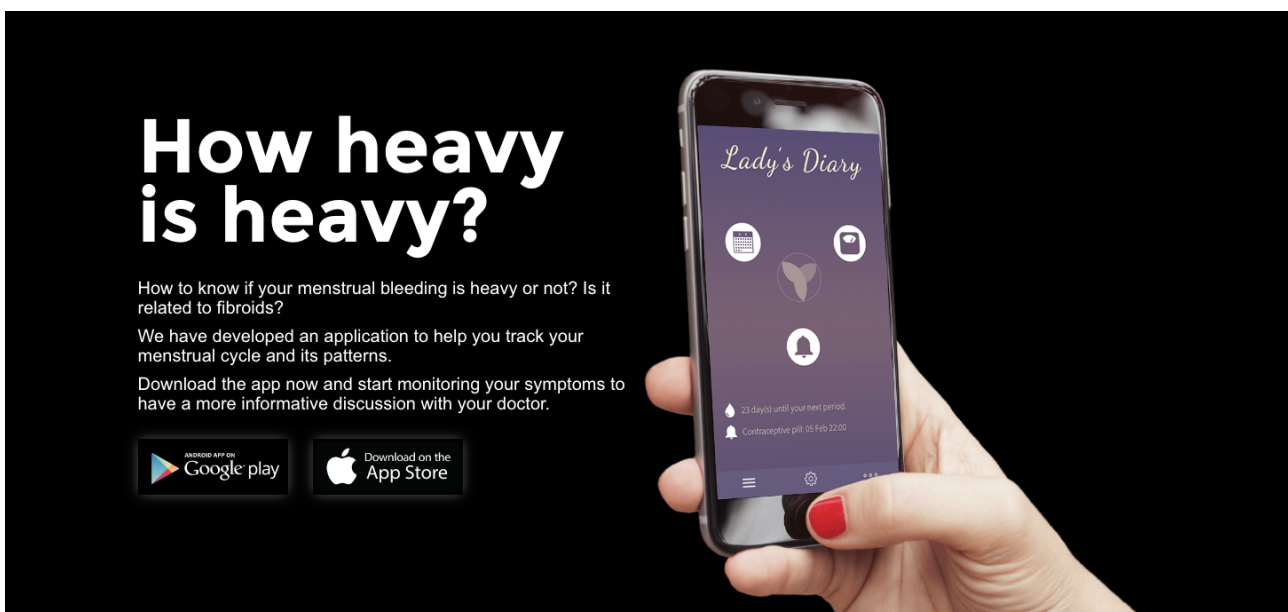
## A specific answer to diagnosed patients with UF

> After reviewing the study, the most prominent point of information for patients is search engines. [fibroidsconnect.com](http://fibroidsconnect.com) mission is to capture an active audience online seeking for information about UF. A content strategy is driving natural traffic to the website, while an Outbrain campaign is capturing a paid traffic from contextual targeting.



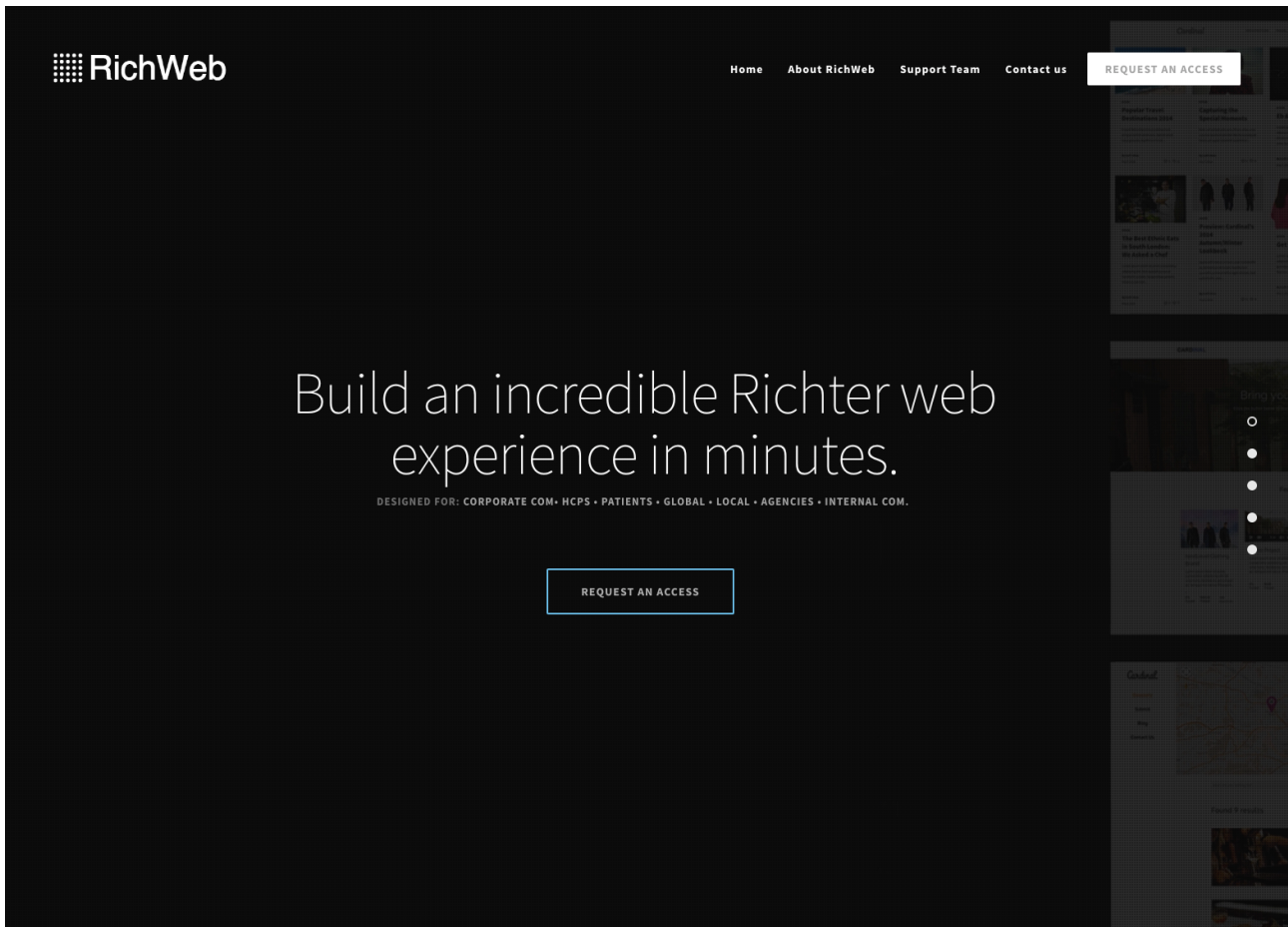
## Putting a disease name on symptoms

> To answer most women coping with symptoms such as heavy bleeding, Kainjoo worked on a pan-european campaign designed for



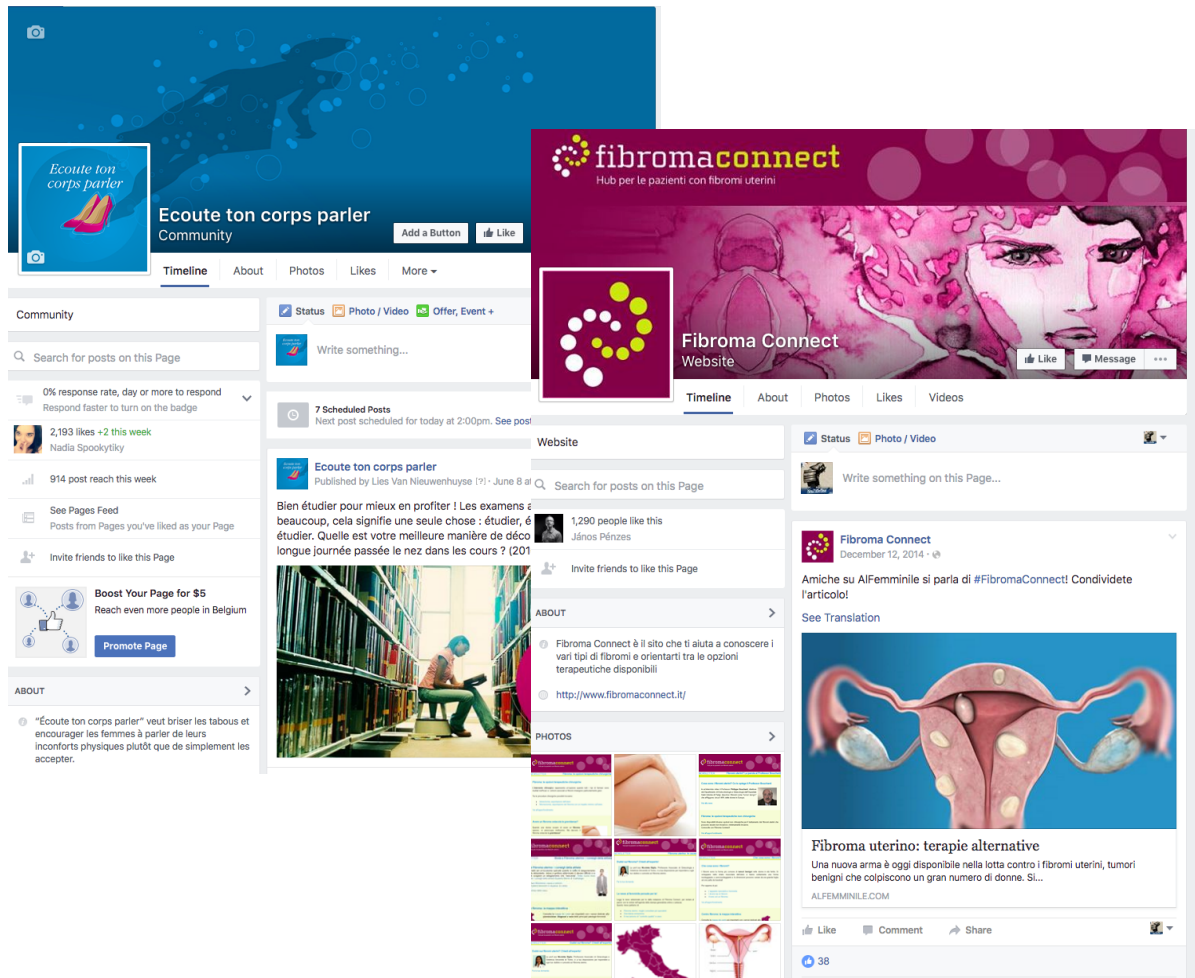
## Tracking symptoms to stop cope with them

> A mobile app was created to answer needs from women who did not know about uterine fibroids but that experienced symptoms.



## Building internal web capabilities for the group

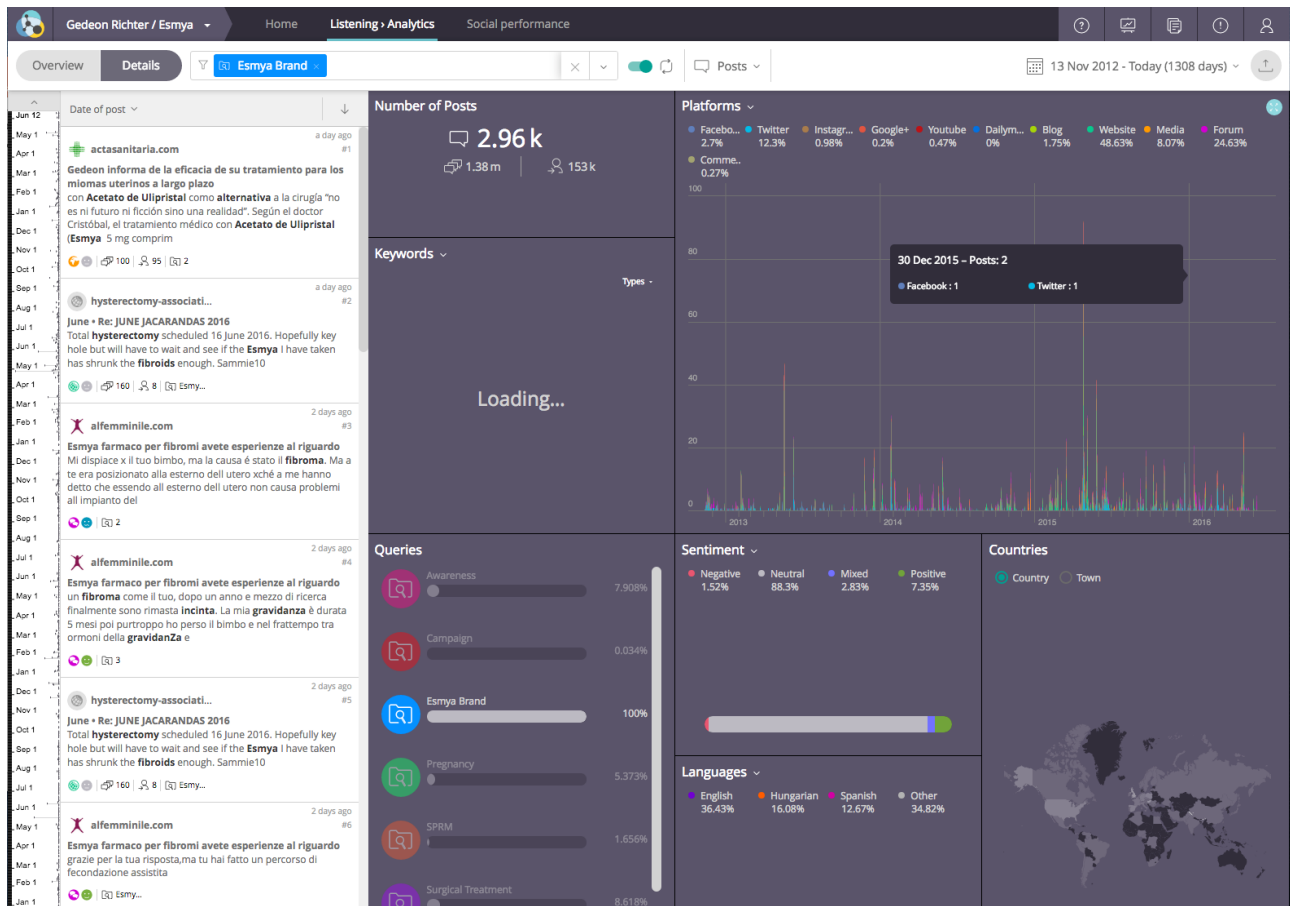
> A shared platform is managing the whole websites of affiliates and marketing teams, to ensure a fast and reliable time to market. Kainjoo organised the governance between 28 countries and their local agencies.



## Taming social media for a global pharmaceutical company

> How to use social media for a true patient centric approach while building internally the capability to create content, advertise and manage one-to-one discussions? Kainjoo provided guidance and help in establishing an internal code of conduct and a process for social media that will serve as a baseline for the entire company.

# Key Success Factors.



## Taking the pulse everyday to adjust the strategy in an agile environment

> Digital channels are quicker than others. For that reason, having a 2 speed listening strategy is helping taking the right choice when it comes to advertising, content marketing or community management.

Kainjoo deployed Radarly, an online monitoring tool by Linkfluence, in more than 50 markets and for a dozen of brands. The tool is now the common language between departments and markets, with a high-adoption among non-digital-savvy people. Few clicks enable you to have an eagle-view on what is said on your brand, or how your campaign is reacting online.

# What's next.

## **For Richter, the strategy to stop being a quick-follower is paying off**

> By listening to the web, Richter understood quickly the differences between markets and adapted the marketing plan according to what patients and HCPs were already talking about. Like a fly on the wall, the company smartly focused on adding value where no-one was, and directly collected results in markets and targets with high unmet needs.

> This approach also educated the company to adopt new tools and channels at its own rhythm, without stressing teams to jump on the latest trends. Avoiding a digital parade, what is built is part of a long-term plan to bring patients a higher quality of life, while enhancing the day-to-day clinical practice of physicians, and here in this example gynaecologists.

> Next steps is to consolidate a bigger set of channels and data around a CRM, as well as structuring media plans for better traffic acquisition and retention.



For more info about this case, please contact:

**Haider Alleg**  
Managing Director  
Kainjoo Consulting Group  
@haider\_alleg

[case-richter@kainjoo.com](mailto:case-richter@kainjoo.com)  
+41 21 799 19 07