Building Support for a New Product Through Effective Internal Disease State Communication

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CHAPEL HILL, N.C., July 29, 2011 /PRNewswire/ -- New pharmaceutical products - particularly those that are first-in-class, socially sensitive or treat a previously unknown condition - require not only external disease state communication but also internal communication to win support in the marketplace. Companies launching a product for a new or relatively unknown condition must acquaint the public as well as employees with the new disease before introducing a new product to treat it.

One step that companies have used to do this effectively is to "brand" the disease state or condition well before launch. Branding the condition highlights the need for a new drug to treat it and aids the process of professional education and discussion. Leading biopharma companies have employed naming and communication strategies before introducing first-in-class therapies for new or socially sensitive conditions like erectile dysfunction, social phobia, PMS, panic attack, insomnia, restless legs, overactive bladder, HIV and fibromyalgia.

A Best Practices, LLC benchmarking report, Raising Disease State Awareness: Best Practices in Internal Brand Messaging for New Products [1], examines how companies communicate at the brand and disease state levels in order to educate employees internally and build a consistent, credible external message surrounding new products.

Built around qualitative information from a series of executive interviews and quantitative data from an in-depth survey that drew 32 top biopharma companies, this 67-page study details how to implement the type of well-timed and well-targeted communications strategies essential for a new product's market entry. Pharmaceutical, biotech and medical device managers and executives who supervise or interact with brand communications or new product development teams will be able to use this research to understand how and when veteran brand leaders introduc
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SOURCE [2]

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[1] http://www3.best-in-class.com/rr1101.htm

[2] http://www.bio-medicine.org/medicine-technology-1/Building-Support-for-a-New-Product-Through-Effective-Internal-Disease-State-Communication-19164-1/