



Pfizer's new approach in medical marketing

Thanks to vast R&D efforts, Pfizer is a global leader in medical breakthroughs. To communicate findings in a non-traditional way, Pfizer turned to Celemi.

Through its immense R&D efforts, Pfizer has often been positioned at the forefront of medical breakthroughs with much to offer specialists. By the late 1980's, Pfizer began experiencing diminishing returns with the traditional lecture-based program, and found that very few medical professionals left the sessions prepared to change traditional treatments. Looking for an innovative and efficient way of communicating research findings to the medical community, Pfizer teamed up with Celemi.

A new educative approach

In many parts of the world, the primary education of medical professionals is handled at the university level, while subsequent education is often provided by government agencies in the form of county councils, hospital-affiliated health/drug committees and other administrative health care organizations. In Sweden, Pfizer decided to make a name for itself as the number one educational company and partner in the subsequent education program for primary care physicians and medical specialists.

Engagement by innovative communication



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— Lars Lindh
Marketing Manager, Pfizer Sweden

The new program model - DAISY

The challenge was to attract the key players in the medical community to the new educational events. The key to success turned out to be the program model DAISY, representing a significant change from the lecture-based training model. Pfizer had identified two specific goals for the new educational program. It needed to:

- Provide the medical community with up-to-date knowledge about specific diseases so practitioners could make a diagnosis faster and more accurately.
- Encourage medical professionals to recognize the benefits of new drugs and treatment programs so that they would feel comfortable prescribing them.

Although each specific program varies in content and detail, the interactive and highly participatory nature of the Celemi methodology allow participants



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in the DAISY programs to discover and retain highly complex knowledge, and the program model has been used by Pfizer for over 15 years.

How the DAISY programs work

At the center of each unique program is a series of interactive Celemi tools. After an initial session where participants explore the workings of the human system and the types of available treatments, the information is further explored using visual diagrams, case study questions and other tools to engage the participants in the learning process. Leaving the sessions, participants understand specific symptoms, their cause and effect, and the pros and cons of all available treatments.

Pfizer sees the strategy as much more than an education program; it symbolizes a larger commitment to the society. “This is a very broad platform, and extends well beyond just selling drugs,” says Lars Lindh, Pfizer Marketing Manager and one of the developers of the program. “This has a tremendous impact on our R&D efforts, as well as how we seek to distribute valuable information to the medical community.”

Better business for everyone

A testament of the quality of the sessions are the increased attendance levels: Medical professionals with time constraints as well as health care organizations with budget constraints all prioritize to attend and sponsor participants in Pfizer’s DAISY programs, helping Pfizer reach 70 percent of its target market group — Swedish primary care physicians.

Pfizer has collected a significant amount of feedback, and results have been outstanding: A full 85 percent of participants in one session said the program increased their knowledge of the disease enough to make them comfortable making the diagnosis and prescribing treatment. Of the remaining respondents, most said that they were more knowledgeable about the disease, but would rather refer the patient to a specialist for treatment.



PHOTO: PFIZER

“With this new strategy, everyone wins. The doctor, the patient, the caregiver, Pfizer — we all come out ahead when an illness is quickly and accurately diagnosed and the most effective treatment is prescribed. (...) We are clearly achieving the two goals of our program, and Celemi has been a primary partner in helping us meet the needs of our target group”, Mr. Lindh concludes.

About Pfizer

Since 1849, Pfizer has been dedicated to discovering and developing new and better ways to prevent and treat disease and improve health. Today, Pfizer is a one of the world’s largest pharmaceutical companies, ranking number one in global sales.


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