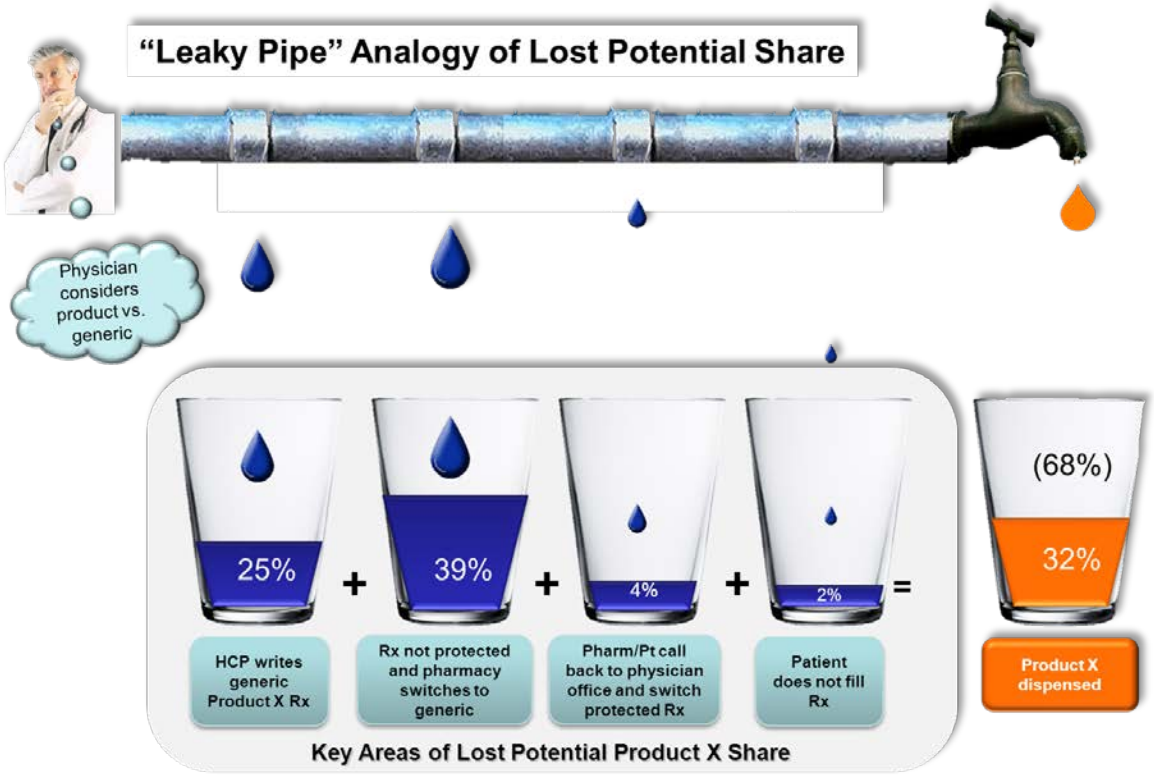
PHOENIX HEALTHCARE

Rx PATHWAY OVERVIEW

Phoenix's Rx Pathway methodology, also known as the "Leaky Pipe," provides a deep understanding of **lost product potential** and what can be done to convert that potential to increased prescription fulfillment. The research provides the **pathway** through which a potential patient prescription flows, from the point of diagnosis to the point of filling (and refilling) the prescription. This represents the "pipe" of prescriptions, while "leaks" in the pipe represent the factors that cause the prescription to be lost (e.g., other brand prescribed, generic switching at the pharmacy, failure to fill prescription). These leaks are quantified, and recommendations are made according to the size of the leaks and where they fall in the prescription flow so that actions can be taken based on the relative cost and effort of plugging the leaks.

Figure 1: A visual depiction, simplified, from an actual study



Phoenix Marketing International
For more information please contact
Steve.Wakefield@phoenixmi.com
Phone 919-767-0532

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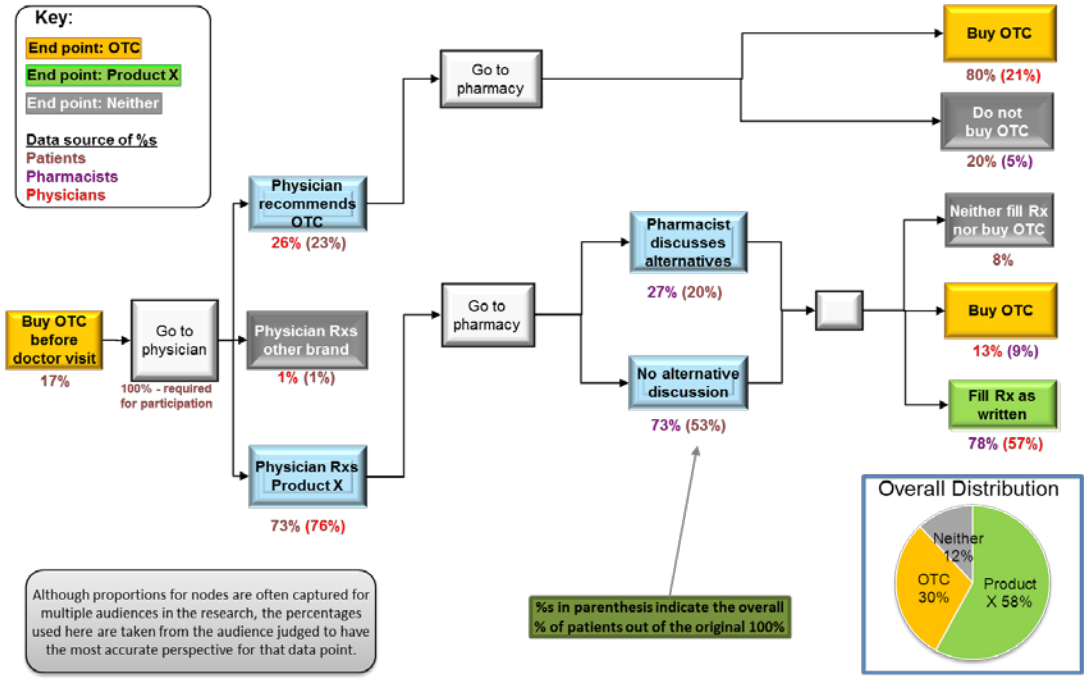
The research answers a variety of questions, depending on specific needs.

- **Pre-Launch Opportunity Assessment**: measure the opportunities in the current market landscape and where focus should be placed for optimal uptake.
- **Post-Launch Market Assessment**: understand the current prescription process, including the level of consideration your brand receives at each step.
- **Product Growth and Market Extension**: measure the impact of competition, including key competitors and generic and OTC alternatives.

Figure 2: A simplified example flowchart included in the report.



While patients are at the core of the research, the methodology includes **multiple audiences** to gauge the full perspective of the prescription process. Typically, physicians and pharmacists are also surveyed to best understand the behaviors that occur at their points of contact, as well as the reasoning behind their prescription-related decisions. If appropriate for the situation, managed care is included in the sample.

Although the research is quantitative in nature, a qualitative, exploratory phase often precedes the quantitative phase to gather the appropriate information and ensure all potential "leaks" are uncovered and included in the quantitative phase.

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