

A Quick Reminder!

When responding to this task you should have kept in mind that promoting prescription only medicines to the public is prohibited. Promoting medicines to healthcare professionals is strictly regulated and controlled. This means all information shared by pharmaceutical companies with healthcare professionals must be evidenced by scientific data to support any claims made about the medicine. Most pharmaceutical companies in the UK are voluntarily signed up to the [Association of British Pharmaceutical Industries \(ABPI\) Code of Practice](#) which has strict rules on how and what information can be shared about medicines or vaccines. All information that is shared externally must be rigorously reviewed and before it is released. It is important to note these regulations and standards when creating your 'go to market' strategy. You should have thought about what evidence you could match up to the product benefits and risks you have defined in Task 2.

Positioning Statement

Traditional marketing strategy uses a framework for building a positioning statement that follows; for [insert customer group] who [insert specific need(s) of that customer group that you have identified], the product is used to/for [insert product usage], that [insert specific differentiators/benefits of your product] because [evidence for benefits described] so that [actual benefit to user]. We have included some questions below to help you frame this for a medicine. Remember it is prohibited to promote prescription only medicines directly to the public.

All claims about a product must be balanced and supported by evidence. The ABPI code ensures that the pharmaceutical industry maintains strict scientific and evidence based standards.

For...	You may have listed a few types of healthcare professional that are specific to your chosen therapy area (one of Asthma, Diabetes or Ophthalmology) here. Examples: General Practitioner, Nurse Practitioner, Pharmacist, Specialist Pharmacist, (for asthma) Respiratory Nurse Specialist, Pulmonologist, Respiratory Medicine (Consultant), (for diabetes) Endocrinologist, Diabetes Specialist Nurse, Diabetes Consultant, Diabetologist, (for ophthalmology) Ophthalmic Nurse, Ophthalmologist, Optometrist.	
Who/that...	...who routinely manage patients with [insert chosen condition]. ...that see a lot of patients with [insert chosen condition]. ...that want to help treat or manage the health of people with [insert chosen condition]. ...that set the treatment plan for a patient with [insert chosen condition].	
The product is used for/to...	The product is used to treat/manage [insert chosen condition] The product is used to provide another option for patients with [insert chosen condition]	Included here are some examples of what you could have written in response to each prompt. You will see that each statement follows on from the box above.
That...	...has an alternative method of administration... ...has a different formulation compared to what is currently available... ...uses a different mode of action...	
Because...	...currently available formulations were difficult to administer at home... ...the patient adherence data shows patients were more likely to effectively take a once a day medication... ...the efficacy data from the clinical trial shows the product offers improved patient outcomes versus current standard of care... ...the product effectively targets the root cause of the disease...	
So that...	...the patient can better self-manage their treatment at home. ...the healthcare professional can feel more confident that patients will adhere to their medication schedule. ...the patient’s condition is ‘well-managed’, deterioration is less likely and they feel able to complete everyday activities. ...earlier stage disease can be treated. ...the healthcare professional feels more confident that the patient’s good health will be maintained for a longer period of time.	

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