

Ipsos Health Shines In Brand Positioning Research

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European Pharmaceutical Market Research Association Honors Sharon Paik

Ipsos's health and pharmaceutical research practice has been recognized for its leadership in global brand positioning research.

Sharon Paik, Vice President with Ipsos Health in the U.S., was recently named as a finalist in the European Pharmaceutical Market Research Association (EphMRA) awards for her groundbreaking work in brand positioning. In June, her research work was awarded second prize at EphMRA's annual conference held in Berlin, Germany.

The hybrid approach Paik used included two kinds of conjoint exercises (Adaptive Conjoint Analysis and Choice Based Conjoint) which facilitated analysis of many issues related to the brand as well as to patient types and corporate reputation.

The design's breath was required to consider the diverse motivations that exist in a crowded global market that features numerous therapeutic options.

Ultimately, the approach helped identify a unique positioning that provides a patient focus and improves one-on-one relationships, loyalty/advocacy, as well as prescribing.

Further, considering so many issues allows for adaptation to contingencies, like new product introductions that will arise over the medium term.

"Physicians are increasingly looking for individualised treatments, which are tailored to the patient's particular needs and environment," added Paik. "This is particularly true in therapy areas where greater choice of drugs makes the prescribing decision more complex and difficult for the physician."

"The approach Sharon has developed provides a value-based positioning model to differentiate in an intensely competitive global market," commented Elys Roberts, CEO of Ipsos's North American Health division. "This is the kind of insight pharmaceutical marketers need to effectively execute a new commercial model."

Additional information on EphMRA, the award and their annual conference can be found online at www.ephmra.org.

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