



Ashley Communications

A unique medical communications company providing only director level service

# Ashley Communications

Experience in HIV

# HIV Experience

- **AC has been involved in the field of HIV as an agency since its inception in 1996, specifically working on:**
  - **Viramune<sup>®</sup> (nevirapine)**
  - **Invirase<sup>®</sup> (saquinavir)**
  - **Viracept<sup>®</sup> (nelfinavir)**
  - **Fuzeon<sup>®</sup> (T-20)**
  - **Reyataz<sup>®</sup> (atazanavir)**
  - **TMC114**
- **Directors have had in-house experience in HIV strategic and tactical marketing and clinical**
- **We understand the requirements and medical boundaries and have first hand experience**
- **We have ‘grown up’ with the development of treatment for HIV and AIDS**



# Examples from our portfolio

- **Case Histories**

- **BMS**



- **Roche UK**



- **Roche Global**

- **Boehringer Ingelheim**



# Work conducted for BMS Europe

- **CROI News Releases - Reyataz<sup>®</sup>**
- **Issue Management - Reyataz<sup>®</sup>**



# Working with Roche Portfolio 2001-4

- **Viracept<sup>®</sup>**
- **Invirase<sup>®</sup> /Fortovase<sup>®</sup>**
- **Fuzeon<sup>®</sup>**



# Activity conducted for Roche



# Roche Case Study for Invirase<sup>®</sup>/Fortovase<sup>®</sup>

## *On the Road to Success*

- **Key Issues**

- Confusion over formulations and dosing – different doses being used by different physicians
- Need to increase use of boosted PIs and use earlier on in therapy
- Need to educate physicians on long-term side-effects that are not readily visible (e.g. lipodystrophy) of other therapies

*Award for 'Best use of educational meetings' Pharmaceutical Marketing, 2003*



# Objectives

- **To provide independent endorsement of saquinavir/r as first choice boosted PI due to its class-leading tolerability and comparable efficacy**
- **To consolidate the dose of saquinavir/r to 1000/100 bid**
- **To build excitement around MaxCmin1, a unique study sponsored by Roche, the interim results of which were due to be presented shortly**



# Tactics

- **A Roadshow took place with key investigator and international expert Dr Sharon Walmsley from Canada, in 11 HIV centres throughout UK over a 5-day period**
- **Local physicians as Chairmen**



# Results

- **200 top HIV doctors reached in UK**
- **Evaluation showed 67% rated Dr Walmsley's presentation as excellent, 100% said her presentation was of interest and relevant to practice, 67% said it would affect their current practice**
- **Sales data indicated a 23% increase in sales of saquinavir following the Roadshow**



# Client Verdict

- ***“Ashley Communication’s strategic skills and professionalism ensured this Roadshow met all the agreed objectives and outcomes, which resulted in increased sales and clearer understanding amongst our target physicians on the role of saquinavir. Feedback from our sales force has been excellent requesting a further Roadshow for next year which we will obviously brief out to Ashley Communications once again”***

**Paul Hughes, Brand Manager, Roche Products**



# Client Verdict

- ***“Ashley Communications has the ability to see the key attributes of a product, ensuring key messages are conveyed effectively. They are able to work well with the team who are needed to put together and implement the plan. Of particular note, is the professionalism in all the projects that I have been involved in when working with Ashley Communications which is so important.”***

**Dr John Drake, Medical Director, Roche Products**



# Work conducted for Roche global

- **HIV Trials Alliance Workshops for 80 global KOLs each – Sept 2004 in Rome, Italy and Sept 2003 in Marbella, Spain**
- **Speaker Training Sessions for global KOLs held in Feb 2005, Oct 2004, Feb 2004, incorporating key data on saquinavir**





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# Launch of Viramune<sup>®</sup> (nevirapine)



Boehringer  
Ingelheim

# Situation in 1997

- **BI had no experience or expertise in HIV or virology at all**
- **Limited time until launch (18 months)**
- **Data not very strong**
- **New class of drug with poor image**
- **Activists demanding access to drug**
- **Potentially fatal side-effect profile**
- **Strong competition**
- **Limited budgets**



# What Happened to Viramune®

- **The first NNRTI to launch (lessons learnt)**
- **One of the fastest growing ARVs to enter the market**
- **Has maintained steady growth since launch**
- **Came from a company with no experience in HIV**
- **We were there on both sides (and know the real facts!)**



# Pre-launch Objectives

- **Identify & build a strong KOL network**
- **Build & maintain a dialogue with activists to pre-empt negative publicity**
- **Demonstrate BI's honest & transparent approach in the market**
- **Communicate core messages and address key issues in a targeted manner**
- **Ensure clear internal communications because of new therapeutic area**



# Focused Pre-launch Programme

- **Developing KOL support**
  - **Key Contact Programme with top KOLs and trialists to assess needs in market place and gain views on Viramune<sup>®</sup>**
  - **Advisory Board meetings with outputs e.g. audit & EAP**
  - **Pharmacy Panel with outputs e.g. drug profile**
  - **Activist Group briefings to gain relationships with advocates, including a treatment-training session**



# Focused pre-launch programme

- **Meetings Programme**

- Roadshow on the US experience with Dr Rob Murphy (6 months ahead of Europe)
- Meet the Experts Session at International Congresses e.g. Glasgow
- Speaker Training Sessions (incorporating key data)
- Debates in HIV on hot topics (corporate)
- Satellite Symposia focussing on patient needs



# Focused pre-launch programme

- **Pre-launch publications**
  - **HIV/AIDS Update – monthly publication sent to doctors/pharmacists/activists**
  - **Cost-effectiveness publication on triple therapy developed with British Medical Association**
  - **Audit conducted and published under auspices of BHIVA to supplement phase III trials**
  - **Patient survey on need for new class**
  - **Slide kits for KOL group**



# Expanded Access Programme

- **Format developed by Advisory Board which gave them ownership of programme**
- **First EAP to offer 'transparent' price sharing scheme**
  - Drug imported from US where already licensed
  - Charged out at 50% of US price to ensure sustainability of programme (lessons learnt from other companies' failings)
  - Monitored programme VERY carefully to avoid stock piling close to transfer over to marketed product
- **Very well received by customers**



# Measured outcomes just after launch

- **Strong KOL support by time of launch**
- **Positive feedback from activists with no negative coverage on side-effects**
- **One month after launch awareness 98%**
- **One month after launch usage 86%**
- **£1 million MAT at launch from EAP**
- **Within nine months Viramune® had become the fastest growing ARV in the first year of launch**



# Viramune<sup>®</sup> Post-launch programme

- **Momentum and outputs maintained at least 2 years post launch**
- **Strong presence at congresses**
- **Further Roadshows sharing country experiences**
- **Invested in H2H trial with efavirenz**



# Viramune<sup>®</sup> Post-launch programme

- **Regular meetings of national and international advisory boards**
- **Close relationship between head office and operating units**
  - **An annual Spring Symposium where OPUs invited key customers**
  - **Followed by internal Sales Meetings to update members of the sales force as well as marketing people on international marketing strategy and communications**
- **Frequent internal marketing meetings between head office and OPUs to validate the global communications strategy & tactics**



# Major Conferences

- **Satellite meetings organised on behalf of Boehringer Ingelheim International at major international conferences**



**1st IAS Conference on  
HIV Pathogenesis and  
Treatment, Buenos Aires  
2001**



# Client Verdict

- ***“Working with Ashley Communications has ensured a creative and inspired approach to solving issues in this market place. Their lateral approach to resolving problems, as well as their rapidly built good relationships with a diverse range of influencers and prescribers, was instrumental in achieving the momentum behind the launch of Viramune®”***

**Libby Morris, Brand Manager, Boehringer Ingelheim**

