

Connecting with Caregivers to Encourage Medication Adoption in Patient End-Users - Analysis of LYNPARZA's Targeted U.S. Assets

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In December 2014, medication LYNPARZA received FDA approval to treat patients with deleterious or suspected deleterious germline BRCA-mutated (gBRCAm) advanced ovarian cancer treated with three or more prior lines of chemotherapy.

Since 2014, the AstraZeneca treatment has been approved for multiple other indications, including ovarian cancer, breast cancer, prostate cancer, and pancreatic cancer. Most recently, in March of 2022, LYNPARZA announced success in reducing the risk of invasive breast cancer recurrences, second cancers, or death by 42% versus placebo. LYNPARZA is the first and only approved medicine for targeting BCRA mutations in early breast cancer.

While the statistical significance may be clear for the medical community, to ultimately influence their end-users (cancer patients) to adopt this new treatment, AstraZeneca issued multiple tiers of informational support programs and materials for patients' biggest influencers: their caregivers.

Analysis of the Lymparaza's Digital Caregiver Assets

The [LYNPARZA Caregiver Support landing page](#) is a strong example of how tailored marketing assets can be leveraged by developers to reach their ultimate end goal of treating patients. In a world where information can be received anytime via Google, pharmaceutical companies must create and provide suitable materials for caregivers.

Caregivers can be anyone from friends, parents, children, or spouses. As patients navigate their health journey, they often depend on these individuals to help them make tough decisions. There is a lot of uncertainty in the cancer sphere and many potential options to consider for care. From the perspective of patients and caregivers, weighing the different treatment options can be extremely overwhelming.

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These decisions are not made lightly. Patient caregivers in the U.S. market often wear medical investigator hats and research various options. Featured assets by pharma developers must be created in middle-school-level language to ensure that they can be understood. They also need to be SEO optimized so that when search inquiries are made, the correct resources appear on SERP.

LYNPARA has a highly optimized landing page, ranking first on Google when searching for medication. Upon landing on the caregiver webpage, viewers can download a 30-page LYNPARZA caregiver brochure featuring insights on multiple topics.

Longer-length brochures like this are great to host on digital channels. They help ensure that when caregivers are researching different treatments, one resource accumulates everything they need to know. Master brochures can be easily split into multiple smaller-scale assets based on particular topics. These can be supplied in doctor's offices as starting points for caregivers to learn about any treatment.

Within LYNPARZA's master brochure, viewers are greeted with a positive message for caregivers, reading, "If you're caring for someone who is on LYNPARZA, getting the support you need can make all the difference. These brochures include tips and resources on how to care for your loved one and yourself."

Taking on the role of a caregiver can be daunting and often leads to these individuals neglecting their health as they focus on supporting their loved ones. Friendly language like this promotes emotional connections with this audience, emphasizing a level of human-to-human connection.

Featured tips within the brochure are both actionable and helpful. One section covers potential side effects and how caregivers can aid in reducing them in patients. For example, the booklet mentions that patients should avoid consuming grapefruit juice, orange juice, and Seville oranges. These can increase the level of LYNPARZA in patients' blood, resulting in potential side effects. Underneath this knowledge, the point is [a link](#) to report any side effects from taking the treatment directly to AstraZeneca.

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Within seconds, caregivers have actionable insights on making treatment smoother for patients. Featuring a direct line of contact to report side effects if they occur instills a better sense of confidence in viewers. This communicates that AstraZeneca cares about its patient pool and is actively taking note of any side effects to determine how to reduce them.

Other key items included within the brochure are CTAs to sign up for MyLYNPARZA (a support program developed to support both patients taking the medication and their caregivers), a list of questions that caregivers should ask medical professionals during patients' visits, an overview of how to locate local caregiver support groups, and other supportive educational resources for caregivers specifically.

While creating detailed resources and support methods for caregivers is not legally necessary to sell medications in the U.S. market, it is vital from a marketing and business perspective. These assets help form relationships with caregivers, equipping them with all the information and tools they need to help patients decide on the right course of care.

In 2022 and beyond, pharmaceutical developers must ensure that they are providing actionable information for caregivers. Include niche tips, methods of support, and insight customized to their unique needs to best reach adoption by end-users. The more tailored and helpful the content is, the better your results will be.

- Content by the BDMT Global Team

If you are interested in potential partnerships and long-term relationships with the companies mentioned in this article or others in the U.S. and/or S. Korea, contact Suzy at sim@bdmtglobal.com.

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