Power Advocacy – Access and Value

Commitment to Better Patient Outcomes
**Historic Advocacy Models**

*Transactional*
- Pharmaceutical companies and advocacy groups came together around common needs – bank and tactical output

*Anxious Allies*
- This type of relationship resulted from Congressional investigations into 501(c)(3) organizations and funding sources

*Independence*
- Larger associations seek to direct the conversation and smaller groups seek survival

*Needs Based*
- Driven by consumer and patient-care research assessment
CDC, FDA and Advocacy organizations most credible patient news sources

90% use computers; only 11% use tablets or smartphones

Smartphone/tablet users research conditions as soon as symptoms appear

Facebook page content gets far higher marks than pharmaceutical materials

Company press releases have higher trust than company websites or social media outlets

WebMD is #1 online resource; Wikipedia #2; health magazine websites are major players in digital

*Based on survey fielded to 1,001 Americans aged 18 and older in July 2012 (Source: Makovsky Health-Kelton)
Value of the Corporate Voice

QUANTCAST: <1,300 unique visits each month
Advocates Dominate Consumer Trust

41,850 Unique Monthly Visitors

1,094,285 Unique Monthly Visitors

24,685 Unique Monthly Visitors
“Dr. M. Kathryn Menard had supported efforts to win FDA approval for the drug, believing it ‘would make it easier for our patients to get the drug.’ Now, she is outraged. ‘This financial barrier, we see it as insurmountable.’”

Source: Maternity Advocates Challenge High Cost of Preterm Birth Drug
ABC News, March 29, 2011
During first 48 hours post-FDA approval, top stories are price-driven and appear on social media sites; 67% of discussions are negative.

Company selects to “hear” out patient/professional groups and reinforce position.

Fast moving news top-tier re-posting and shares include:

- AP: 18,725
- LA Times *Booster Shots* Blog: 3,595
- Time Healthland: 1,504
- St. Louis Post-Dispatch: 544
- CBS News Health Blog: 530
- WSJ Blog: 190

Reimbursement not secured post-launch – compounding continues.

Company files for bankruptcy.