

## Launching Blockbuster and Adjunctive Therapy

### Issues Affecting Success

- Launched blockbuster drug to treat ADHD in 2007; in 2008 launched second ADHD product as adjunctive therapy
- Sales organization had variable experience. Found it challenging to sell a portfolio to treat ADHD in different patient populations. (Adjunct product only indicated for young patients (ages 6-17))
- Needed direction as to how to establish lead product as blockbuster while maintaining focus on adjunctive therapy

### Delta Point's Solution

- Conducted field insights discovery in 2009 to understand selling challenges and messaging
- Discovered organization had unique opportunity to differentiate products in mind of customer by focusing on just 2 attributes
- Partnered with marketing team to ensure all resources shared same message focusing on these 2 attributes
- Identified need for “pull through” training and new promotional materials to communicate brand story
- Partnered with adjunct therapy marketing and sales training to teach representatives how to put a face to this patient and encourage customers to give this brand a fair trial
- Developed and delivered customer based selling workshops to target multi-product conversations and gain customer commitment

### Results

- In 2012, adjunctive brand share exceeded company goals of 5% and generated revenues of \$450 million
- Blockbuster product continued growth. Grew from 10% market share in 2009 to 17% in 2012.

*To respect our client's confidentiality, we do not refer to client names but describe the type of organization. Individual clients are available to provide references and/or testimonials once we have vetted the request from potential customers.*