

CREATING A MEASURED IMPACT ON PRESCRIPTIONS

Valeant's Nasal Spray Migranal

THE CHALLENGE

Migranal had experienced a steady decrease in TRx for 3 years, and that decline was projected to continue. The brand's therapeutic category (migraine therapy) was highly competitive, and their primary care sales force had been eliminated.

The brand had no promotions targeted to primary care physicians.

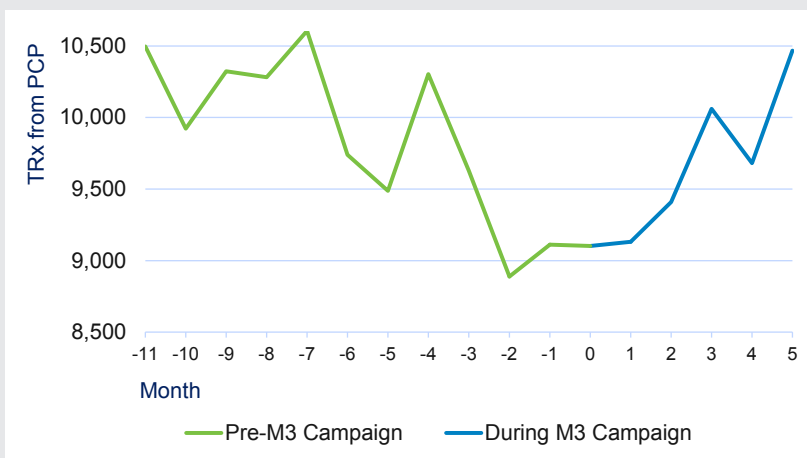
THE SOLUTION

M3, in co-operation with the Migranal brand team, created an interactive series of both branded and unbranded clinical, educational communications. **M3 deployed the program to primary care physicians** (internal medicine, family practice, and general practice) through multiple proprietary digital channels over 5 months.

The goal of the campaign was to **educate** the audience on Migranal, change physician **prescribing behavior**, and ultimately **drive TRx**.

THE RESULTS

M3's campaign was Migranal's sole means of PCP promotion.



Results over a 5 month period



15% increase in Migranal TRx
over Program Duration = **4:1 ROI**



4,100 Unique USMDs
Participants



9,500 Total Engagements

