

Acomplia Patient Prescription Survey

Winner: Most Innovative Approach

Executive Summary

In June sanofi-aventis launched Acomplia for the treatment of abdominal obesity with cardio-metabolic risk factors. This product could potentially be used significantly "off-label". Through a major quantitative project, within a month of launch sanofi-aventis had feedback on 950 patients.

Different methodologies were used including a GP Internet survey (medeConnect) and a Specialist 'Phone-to-web' Survey. IMS Exponent data was made available for recruitment with sanofi-aventis and IMS adopting a risk share scheme.

The survey has served an extremely important role in the risk management strategy of Acomplia, enabling informed decisions to be made within weeks of launch.

Judges' comments

An extremely innovative use of market research methods to execute a robust clinical study, and provide the company with detailed feedback on use of a new brand in just under a thousand patients, a month post launch. The project was thoroughly organised, with the use of pilots and strong contingencies in place, demonstrating a great use of foresight. The results for the research had a multifunctional impact on the business in order to ensure that the early UK experience would positively benefit launches in other countries.