

Rationing M.V.I. for more than 18 months became necessary due to critical shortage in supply.

What will the reaction be from: Managed Care, Hospital Pharmacy and Medical Staff and how will we respond?

If we bring manufacturing in-house, we are facing a four-fold price increase.

How can we regain confidence in M.V.I. and Astra?



## Weston Communications Case Study: AstraZeneca Pharmaceuticals

Quantitative research to assess reaction to product reintroduction and damage to company's reputation for a product that was placed on allocation for more than 18 months due to manufacturing problems.



Interactive CD for field sales.

FAQ booklet answering most relevant issues of product reintroduction.

Informational booklet providing field sales with the tools they needed to answer questions concerning reliability, availability and quality.

**Industry Category:**

Medical, Pharmaceutical, Healthcare

**Client:**

AstraZeneca Pharmaceuticals

**Problem:**

Re-establish confidence in the brand among a diverse audience made skeptical by past product consistency and availability problems. Determine plan of action for four-fold price increase based on results from research.

**Solution:**

Communicate radical changes in manufacturing capabilities, and reintroduce the product's availability and superior quality. Produce an informational package based on response to research to satisfy needs of managed care, hospital administration, physicians, and pharmacy. Rebuild the company's stature in the parenteral nutrition community with authoritative, technical support materials.

While known in the medical community as a superior product line for parenteral nutrition of critically ill patients, AstraZeneca's outsourcing of M.V.I. resulted in restrictive product allocation to meet the needs of the most critical patients. After bringing manufacturing in-house and structuring a reliable supply chain, they planned a product re-introduction. Research into the market — hospital pharmacists, nursing staff, and managed care contract administrators — were found to be wary of AstraZeneca's performance promises; a very solid, credible marketing strategy had to be developed if the product was to reclaim its former prominence.

Weston developed a comprehensive informational package, complete with print and interactive electronic media. An authoritative guide to indications for parenteral nutrition was authored, supporting data on new manufacturing, shipping and pricing initiatives. The company's president appeared in a video segment, making a personal commitment to performance promises. In total, the package reflected the high-quality stance of AstraZeneca, and its superior expertise in parenteral nutrition.

Recipients of the package were given a complete set of tools for making clinical decisions, as well as practical materials for ordering product. The complete, market-focused approach in the campaign resulted in renewing AstraZeneca's connection to purchasing decision makers.

Result: By providing the effected decision makers with the answers and assurances they sought, and with the support of the FDA and ASPEN, M.V.I. was successfully launched with few side effects.

**WESTON**

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