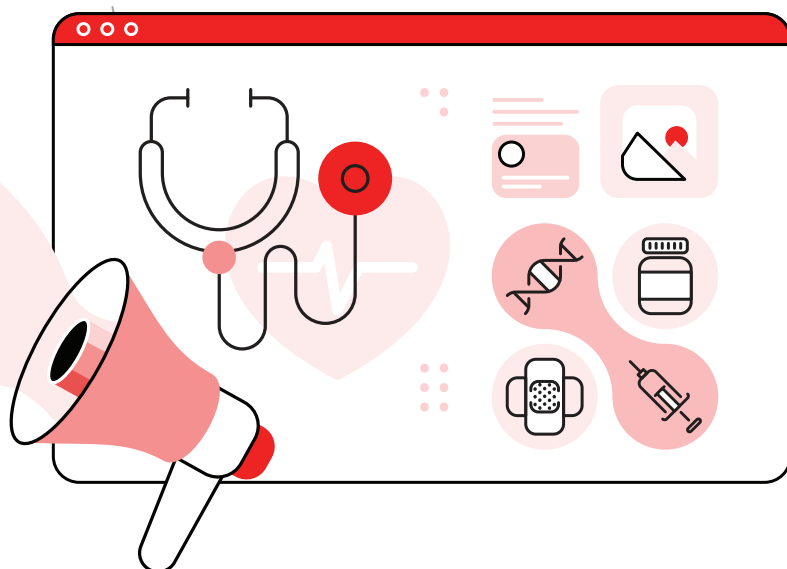


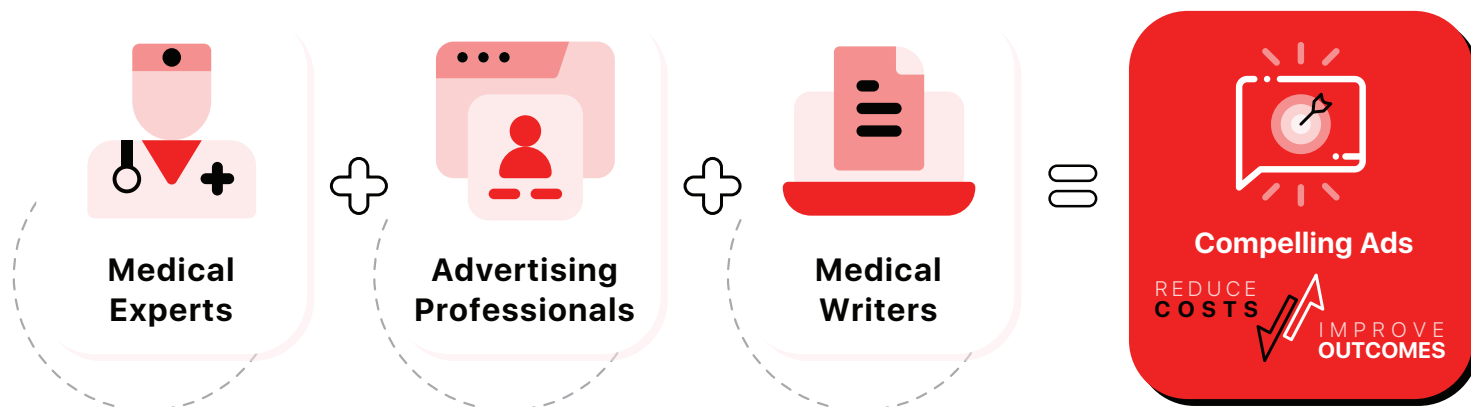
RxBalance

# Ad-Style Campaigns

The **art** of **storytelling** /  
The **science** of **evidence**



## Joining Forces for More **Balanced Prescribing**



**RxBalance** offers tools to create digital ad campaigns, allowing you to share the expense of promoting evidence-based practices with other organizations.



## Helping To **Counterbalance Disinformation**

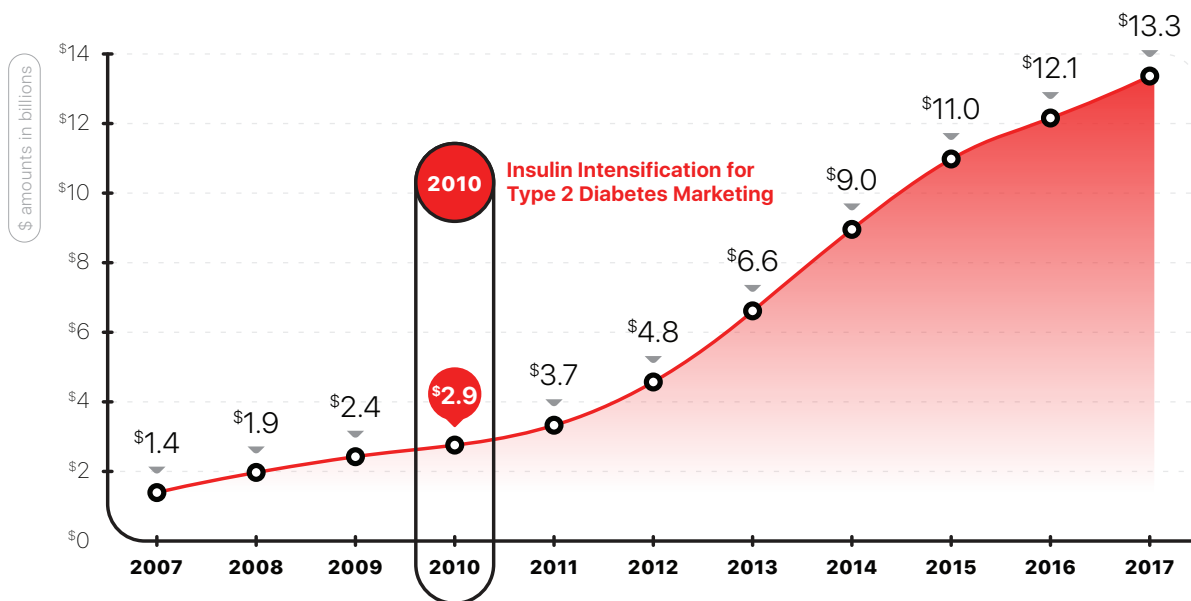
### America's cookie cutter approach to A1c

RxBalance organized a dinner for diabetes doctors and medical school faculty at the **2019 American Diabetes Association Annual Conference** to discuss polypharmacy and the potential overuse of medication in certain patients with **type 2 diabetes**.

**Drug companies** began promoting A1c levels <7%, along with a **"one size fits all"** approach, beginning in the **2000s**. The

pharmaceutical industry spent millions of dollars promoting intensive glucose lowering. Insulin manufacturers then aggressively marketed the use of insulin analogs for intensification, leading to a **sales boom** for both **antidiabetics** and **insulins**.

### Insulin Spending, Medicare Part D, 2007-2017



**NOTE:** Total spending does not account for rebates; includes Medicare, plan, and beneficiary out-of-pocket payments.

**SOURCE:** KFF analysis of 2007-2016 prescription drug event claims data from a 5% sample of Medicare beneficiaries from the Centers for Medicare & Medicaid Services (CMS) Chronic Conditions Data Warehouse, and 2017 data from the CMS Medicare Part D Drug Spending Dashboard.

We talked about the high numbers of emergency room visits and hospitalizations due to hypoglycemia in older patients with Type 2 diabetes. We discussed the politicization of diabetes care and the flood of criticism unleashed toward the American College of Physicians after recommending higher HbA1c targets for older, frailer patients with type 2 diabetes and those with multiple morbidities.

As a follow up to our dinner meeting, RxBalance **collaborated** with **diabetes specialists** at a federal healthcare agency on pharmaceutical-style ads countering biases and misperceptions around target A1c target numbers.

...  
Our group of front-line doctors, medical school faculty and ad writers debated how to counter the belief that all Americans with diabetes should aim for an A1c <7%, regardless of age or health status.

# The RxBalance Content Creation Process

We use **streamlined, structured** processes adapted from pharmaceutical marketing to **analyze** and **resolve** science-based communication challenges.

## 0 2 Frame

Define outcomes, changes in perceptions, and desired behaviors after exposure to the strategic communication campaign.

Our goal was to reduce unnecessary polypharmacy resulting from the entrenched belief that all patients with type 2 diabetes should aim for an A1c <7%. The physician team members recommended messaging stating that "A1c is a target not a range." Our ad writers disagreed, taking physicians through an analytical exercise used in pharmaceutical marketing to develop a simpler, actionable, and more relevant message: "Intensifying therapy in many of your patients (≥ 65 years or with co-morbidities) may do more harm than good."

## 0 4 Create

Develop multiple ads for review by physician team members.

RxBalance ad writers created a variety of diabetes ad concepts – all at a fraction of the cost of a traditional custom effort. We accomplished this by streamlining and refining processes used in healthcare advertising agencies employed by the pharmaceutical industry.



## 0 6 Disseminate

Distribute content via Internet, digital marketing, social media, and patient portals. RxBalance evidence-based and audience-tested digital ad campaigns are available in a variety of formats.

## 0 1 Identify

Determine high-cost, low-value care amenable to change.

Our diabetes campaign addresses a common misperception: the belief that A1c targets should be the same for all patients with type 2 diabetes.

## 0 3 Review

Conduct a peer review of the message strategy and supporting evidence by medical school faculty.

Medical school faculty reviewed the intensification message along with supporting evidence for accuracy, balance, and potential bias.

## 0 5 Test

Conduct quantitative and qualitative market research.

We tested the ad concepts with 75 primary care physicians who treat diabetes type 2 patients and 75 people with diabetes 65 years or older. The concepts were then revised and finalized based on market research insights.

### Research Insights

"Good visual ad if target audience is medical personnel, but a bit too scary for the general public."

"Liked the "one size does not fit all" theme."

"Realistic depiction of diabetic patients."

