

## Consumer Profiling and Segmentation - Pharmaceuticals

### CONSUMER PROFILING

Consumer profiling is becoming more and more important as the physicians influence is being questioned by a more informed patient. This has made consumer/patient profiling a key element for many pharmaceutical companies when developing their marketing plans.

MCDS has a vast experience in the area of consumer profiling and can support you in the creation of a consumer knowledge base and how to use it to transmit information and market your products while maximizing your return on your marketing and sales dollars.



*Consumer profiling and segmentation uses a wide variety of data sources that includes:*

- *basic census data;*
- *Canadian Community Health Survey (CCHS) data;*
- *IMS Health data;*
- *Brogan Inc. data;*
- *and custom surveys.*

*Data mining, analysis and modeling techniques will populate and profile the market for specific therapeutic classes.*

#### FIVE STEPS TO MARKET UNDERSTANDING, OPTIMAL SALES AND MARKETING PERFORMANCE

- DATA
- DIAGNOSTIC
- STRATEGY
- DEPLOYMENT
- IMPACT

### PROFILING AND SEGMENTATION BASED ON CONSUMER DEMOGRAPHICS, LIFESTYLE, LIFE STAGE AND DRUG USAGE BEHAVIOR

Understanding and communicating the consumer is quickly becoming as important as being able to communicate with the physician. This consumer knowledge comes from a number of sources and will give pharmaceutical companies better direction when the time comes to target both physicians and consumer markets.

Therapeutic class specific segmentation and profiling can be used to model therapy usage and potential usage versus demographic, socio-economic, health care behavior and psychographic variables along with a geographical perspective.

Consumer profiling and segmentation uses a number of inputs and variables that fall into the following categories:

- Consumer access to pharmaceuticals, nutraceuticals and homeopathic therapies, health care network access (clinics, hospitals, physician offices, alternative care clinics, pharmacies, web...)
- Demographics
- Disease mapping
- Geographical components
- Health care usage and behaviour
- Life stage
- Lifestyle
- Media consumption
- Psychographics
- Socio-economic

Some examples of the indicators that can be built at the FSA level or at the smaller DA level (Dissemination Area – roughly 200 to 300 households) include:

- Health Care Use Index (use of the health care system) a generic index modeled using standard demographic cluster system, Canadian Community Health Survey (CCHS) data, other Statistics Canada data, custom surveys and panel data.
- Health Care Perception Index (perception of the health care professionals)
- Pharmaceutical Products Use Index (use of the pharmaceutical products OTC and prescription)
- Pharmaceutical Receptivity Index (perceptions and openness on the use of therapeutic drugs and supplements for preventive purposes)

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MCDS has the resources and the know-how to supply you with in depth data mining and consumer research & analysis to attain your marketing intelligence objectives.