




Constella[®]
capsules de linaclotide

Raising the Urgency to Treat (stop cycling of OTCs)

An Omnichannel Campaign for CONSTELLA

 **Mouse over for
more information**



Healthwise idea

 **CLOSE**

HW

RAISING THE URGENCY TO TREAT (I)

Primary Audience:

- Prior to campaign: GI Specialists and key GPs
- New targets: GPs

The Situation:

- Patients visit their GP for IBS-C symptoms and OTCs are typically recommended. Although CONSTELLA is very effective, physicians and patients will use OTCs for years before considering a prescription.
- CONSTELLA is not top-of-mind.
- This means patients are cycling through ineffective treatments for many years and are suffering.

RAISING THE URGENCY TO TREAT (II)

The Challenge:

- Expand promotional efforts of CONSTELLA to GPs while CONSTELLA salesforce is replaced by 1 digital rep.

Healthwise Recommendation:

- An Omnichannel Campaign to expand reach with GPs to change the OTC cycling issue.

Mandate of Marketing Manager was to maintain sales.

STRATEGIC OBJECTIVE



Stop the
OTC cycling



Objective

Physicians prescribe Constella instead of recommending continued OTCs



Audience

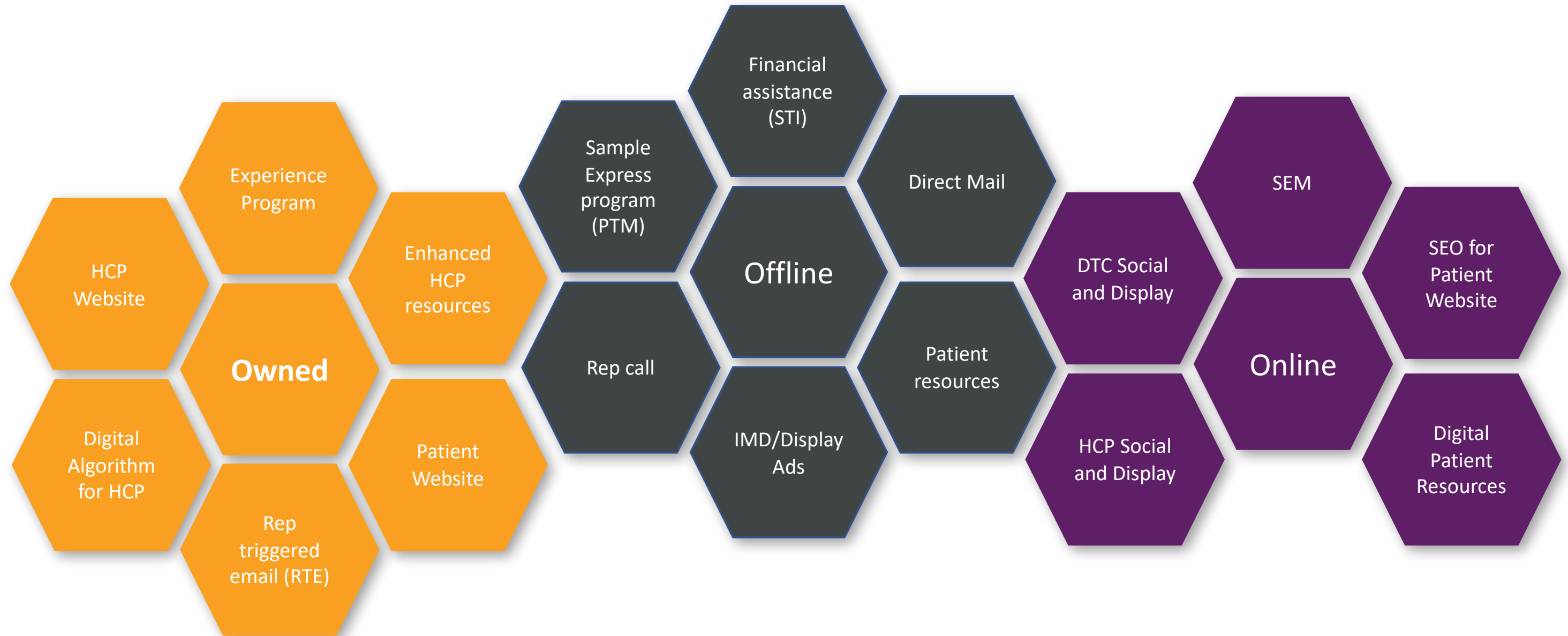
All GPs/FPs



Messaging
Hypothesis

We believe that if physicians are aware of the benefits of CONSTELLA and better understand the burden of illness, they will prescribe CONSTELLA.

OMNICHANNEL EXPERIENCES



PHASED OMNICHANNEL APPROACH

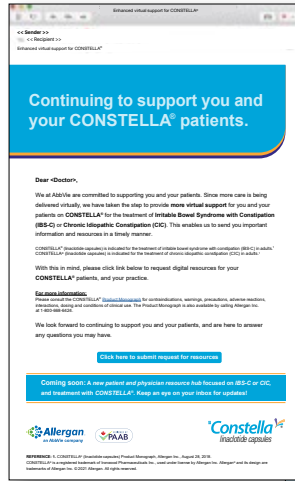
Phase 1 (HCP directed)			Phase 2 (Patient directed/HCP enhancement)	
Part 1	Part 2	Part 3	Part 1	Part 2
Bridge gap/ awareness	Education/ engagement	Enhancements	Patient Support/Enhancements	DTC Promotion
Owned: <ul style="list-style-type: none"> • Series of emails Online: <ul style="list-style-type: none"> • Direct mail • Sample express • Financial assistance program (STI program) 	Owned: <ul style="list-style-type: none"> • Series of emails • Launch of Constella-Connect (website) Online: <ul style="list-style-type: none"> • Rep Call • Patient resources 	Owned: <ul style="list-style-type: none"> • Digital guideline tool • Emails Online: <ul style="list-style-type: none"> • HCP social Media • HCP Display • Optimization of KPIs 	Owned: <ul style="list-style-type: none"> • Launch of Patient website • Enhanced HCP resources and website (Patient videos, testimonials, KOL videos) • Experience Program Online: <ul style="list-style-type: none"> • SEO for patient website • Digital Patient resources 	Online: <ul style="list-style-type: none"> • DTC Social Media • DTC Display Offline: <ul style="list-style-type: none"> • Patient resources

Part 1

Part 2

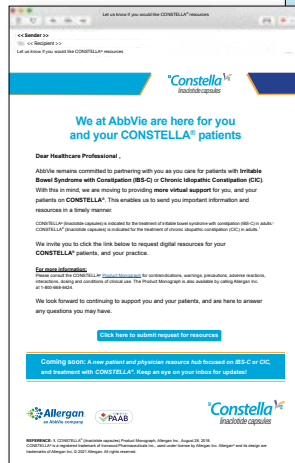
Part 3

DM-1

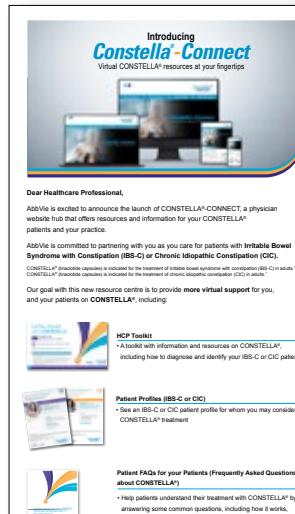


Constella Brand Awareness Campaign (Mail)

DM-2



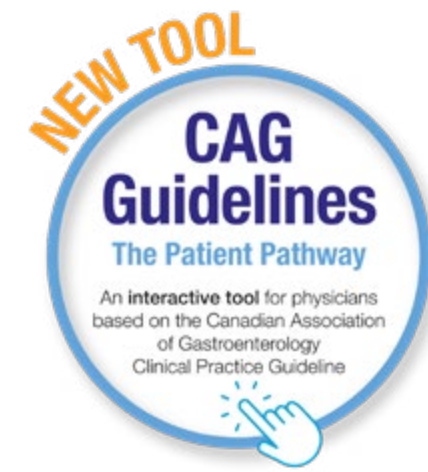
DM-3



Digital Rep

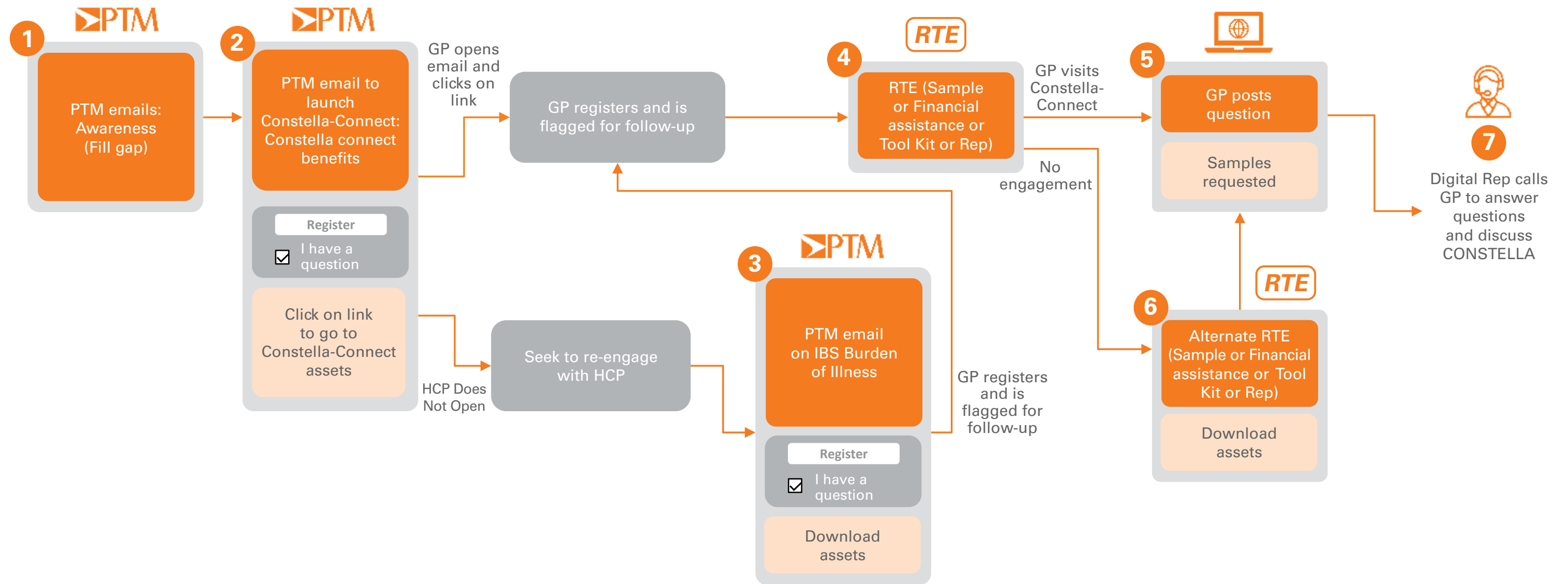
Constella Brand Awareness Campaign (Social)

HCP (DTC) Branded Awareness Campaign

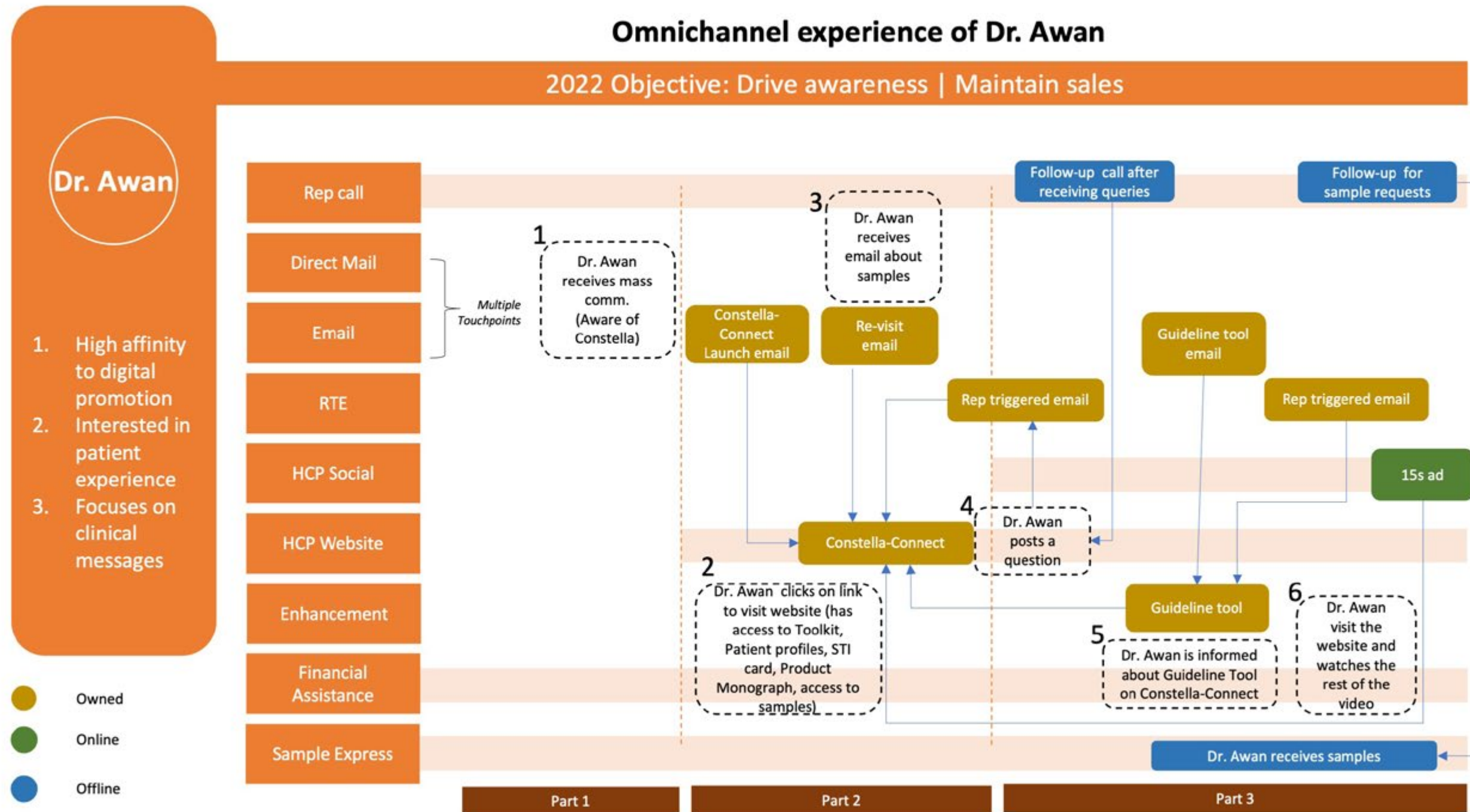


CONSTELLA OMNICHANNEL JOURNEY

TARGET AUDIENCE: GPs



OMNICHANNEL EXPERIENCE OF DR. AWAN



DEEPER DIVE – OWNED MEDIA



1. HCP Website - www.constellaconnect.com

- A resource/destination for HCPs to learn about CONSTELLA
- Website contains downloadable physician tools such as a Toolkit, Patient profiles, STI card, Product Monograph, access to samples



2. Rep triggered emails to GPs

- Before the launch of the HCP website, these emails provided key information about CONSTELLA while the CONSTELLA salesforce was replaced by one digital rep



3. Digital Algorithm for HCP

- We created and hosted a guideline tool on Constella-Connect to guide physicians and generate awareness that after 2 OTC failures, use CONSTELLA



4. Patient website and resources

- A destination for patients to find information and resources for information on IBS



5. Enhanced physician resources

- Patient video and testimonials
- KOL video
- Experience Program

DEEPER DIVE – OFFLINE



1. Sample Express program through PTM

- Sample fulfillment program
- Dissemination of Patient Brochure



2. Financial assistance program through STI

- Patients can get 50% off each CONSTELLA prescription



3. Direct Mail campaign

- Awareness of CONSTELLA to greater GP audience
- Disseminated along with emails for increased HCP touch-points



4. Rep call

- A dedicated digital rep to respond to queries by GPs

DEEPER DIVE – ONLINE



1. HCP Social & Display

- A targeted HCP social media campaign to drive physicians to Constella-Connect

2. DTC Social & Display

- Campaign to drive patients to the patient website. (To be launched)



3. SEO

- To improve organic search ranking of patient website

SOCIAL MEDIA CAMPAIGN



15s ad with call-to-action to visit **Constellacconnect.com**

- **LinkedIn** – Target by job title and member skills
- Google (Search & Display-Strong targeting methods for HCPs on the Google Display Network)
- Facebook – Target by job title and field of study
- Microsoft – Targeting for HCP's on Microsoft platforms (Outlook/MSN)

SOCIAL MEDIA CAMPAIGN

Total Spend July-November 2022

– \$19,573.79

342 HCP logins – \$57.23 per login

2,347,021 Impressions - \$17.31 CPM

Website visits – 12,984 - \$0.36 per visit

Video Views – 124,857 - \$0.12 per video view



Google Display

1,167,679 Impressions

\$2.44 CPM



688,967 Impressions

\$10.13 CPM



97,082 Video Views

\$0.02 Cost Per Video View

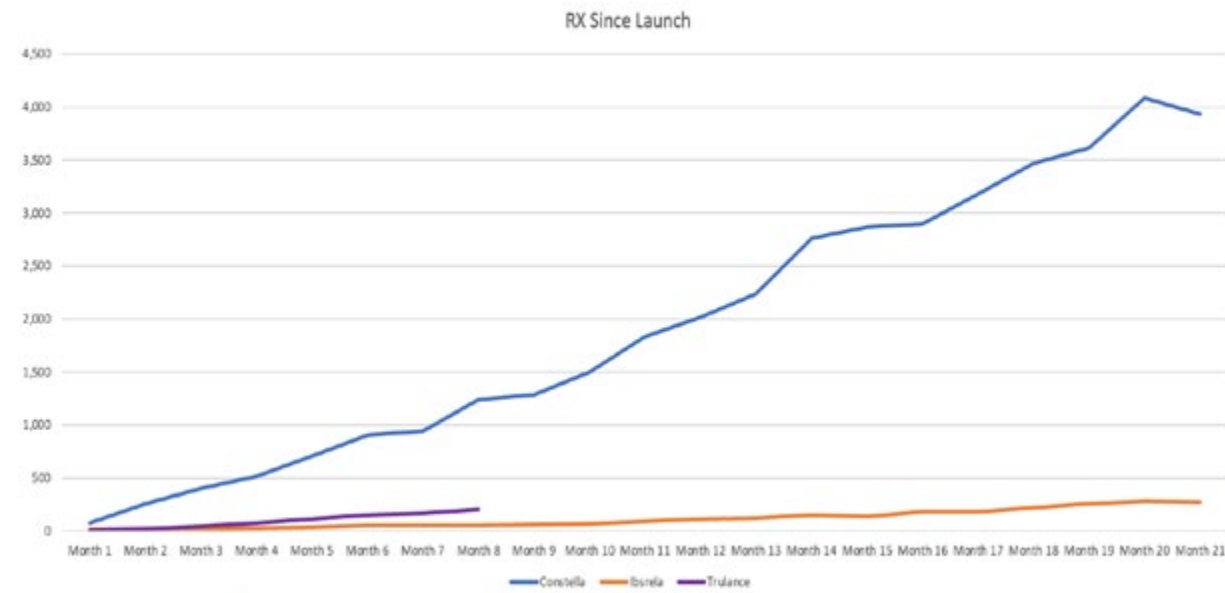


27,775 Video Views

\$0.23 Cost Per Video View

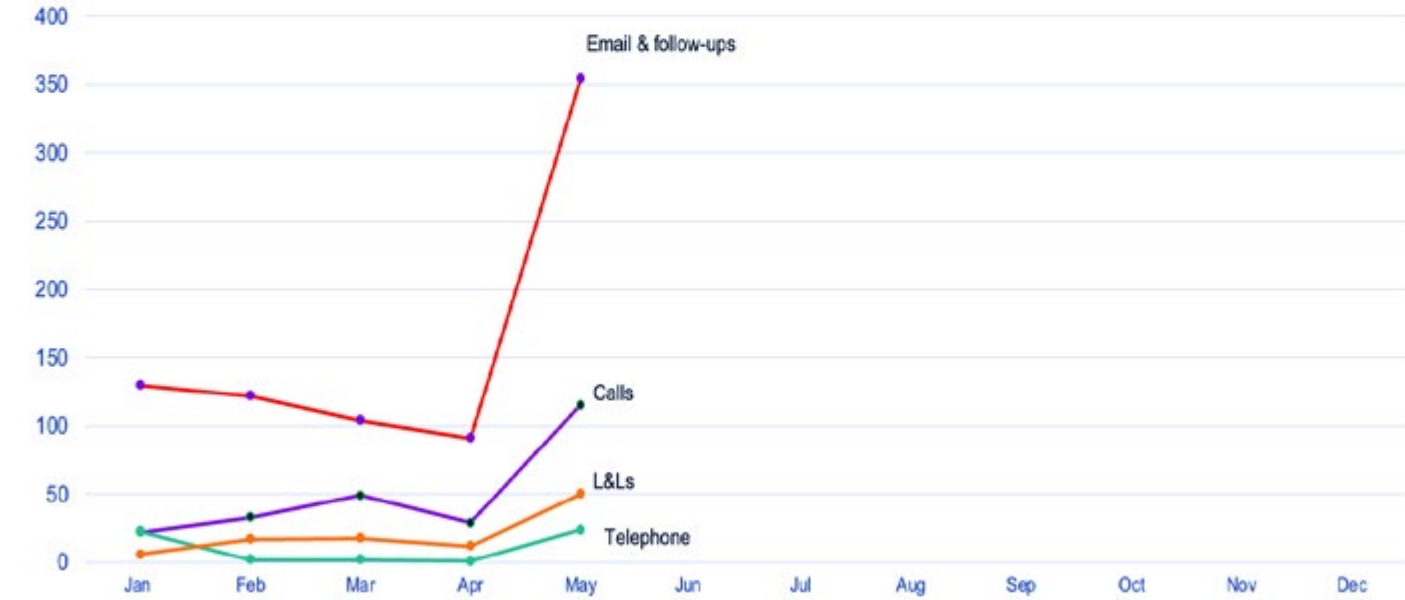
SALES

Constella/lbsrela/Trulance – Post Launch tracking Aug'22



Internal Use only: Not for Distribution
abbvie

Virtual Rep Activity as of May 27th, 2022



Internal Use only: Not for Distribution
abbvie

Constella growing (4%) in a declining market (-1%)



ANNUAL INNOVATION AWARD



Company-wide Recognition for the most innovative digital campaign of 2022

On December 8th, 2022, Jill Anderson, Sr Brand Manager at AbbVie was awarded the AbbVie **“Annual Innovation Award”** for Phase 1 of the CONSTELLA Omnichannel Campaign.

While describing the campaign, Jill was asked why she was successful. She said:

“You need two things for success – a great Agency and a great media agency. I had Healthwise and Orangutan.”