

Vistra Toolkits

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Toolkits Home

Welcome to the toolkits section of the Vistra site. We have provided two toolkits to help you educate patients, health care providers and others about Vistra via various channels (i.e., media, third party organizations, physicians). Following are brief descriptions of each toolkit.

ABCs of Third Party Partnerships

The goal of the ABCs of Third Party Partnerships toolkit is to help you build partnerships and programs with third party organizations.

Patient Education

The Patient Education toolkit provides you with a number of materials to help you communicate to physicians, pharmacists and patients about Vistra. The objective is to help you demonstrate Vistra's clinical and practical value to individual patients.

Click below to enter the toolkit of your choice:



[ABCs of Third Party Partnerships](#)



[Patient Education](#)

Patient Education Toolkit

ABCs of Third Party Partnerships



Partnerships and Vistra

Identifying and Selecting

Planning

Measurement

ABCs of Third Party Partnerships

Welcome to the ABCs of Third Party Partnerships toolkit. This toolkit is designed to help you build partnerships and programs with third party organizations around issues important to Vistra. Collaborations between Acme Inc. and outside organizations on important public health issues are always valuable. However, these collaborations gain increased importance in the case of Vistra.

Acme Inc. and the Vistra team can play a valuable role in the fight to contain imminent public health crises by developing and supporting programs that focus on the relevant problems and solutions. Engaging in a partnership with a third party will help us condition the market for Vistra and provide a compelling rationale for the product.

Patient Education Toolkit

ABCs of Third Party Partnerships



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Third Party Partnerships and Vistra

This section of the toolkit is designed to help you:

- **Understand** what third party partnerships are and why they are necessary
- **Recognize** how Acme Inc. can play a role in expanding the scope and focus of existing third party initiatives
- **Understand** why launching a third party partnership in your market will benefit Vistra
- **Recognize** the differences between third party partnerships launched in different market segments (i.e., Population and Individual)

Types of Third Party Organizations

Government Agencies

Government agencies focusing on health care are designed to set policy and provide leadership on a variety of medical and public health issues that have national implications.

Working with government agencies can be valuable because they are often the organizations that can lend the most credibility to a public-private partnership. However, the priorities and goals of the pharmaceutical industry and government agencies sometimes diverge.

When working with government agencies, remember to:

- **Be Patient:** It may take a while to plan and implement a partnership with a government agency. When planning an initiative, be sure to allocate enough time to account for the agency's review and approval process.
- **Remain Flexible:** Be sensitive to the internal politics and traditions of the government agency. Success requires being flexible and adjusting your plans according to the needs and wants of the agency, if necessary.

Medical Associations/Societies

Medical associations are organizations designed to further the interests of physicians. Medical societies can represent the general physician population (e.g., the British Medical Society) or those practicing a specific specialty (e.g., the American College of Cardiology). Medical societies can be engaged in a number of activities, including:

Patient Education Toolkit

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Third Party Partnerships and Vistra

- **Legislative Activities:** Working with government to pass laws and set policies.
- **Presenting and Sponsoring Medical Research:** Medical societies are often engaged in fostering the presentation and publication of new clinical data, usually at regularly-scheduled medical congresses.
- **Developing Treatment Guidelines:** Some medical societies develop guidelines on the management of different medical conditions to standardize treatment practices.

When working with medical societies, remember to:

- **Maximize the opportunity:** When developing a program, be sure to investigate different venues (i.e., medical congresses, conferences, symposia, etc.) to extend the reach of your program.

Public Health Organizations

Public health organizations are entities responsible for addressing health threats to the overall community. While in certain respects, many health care organizations are concerned with public health issues, it is the mission of a public health organization to focus primarily on overall health threats. One of the most well known public health organizations is the World Health Organization and its numerous regional and national affiliates.

Much of the same advice for working with government agencies and medical societies applies to public health organizations.

Non-Governmental Organizations (NGOs)

There are numerous types of NGOs engaged in public health-related projects, varying widely in size and sophistication. NGOs range from faith-based organizations to multinational foundations. NGOs can be valuable allies in a public health effort because they are often very familiar with local and regional communities and have well-established information distribution channels.

When working with NGOs, remember to:

- **Be Aware Of Their Mission:** Before approaching an NGO be aware of their mission and mandate. Some NGOs address public health issues from the "bottom-up" (e.g., providing people in rural India with filters to prevent water-borne illnesses) or the "top-down" (e.g., coordinating efforts to deliver HIV/AIDS medications to Sub-Saharan Africa.) Be sure to choose an organization with the resources and willingness to implement your program.

Patient Education Toolkit



Patient Education Overview

Welcome to the Patient Education toolkit. This toolkit is designed to help you communicate the practical and clinical value of Vistra to patients. It is divided into four sections:

- **Pharmacy Partnership Program:** How to forge partnerships with pharmacists to communicate Vistra's economic and clinical value to patients.
- **Point-of-Sale Program:** How to develop materials pharmacists can provide at the point-of-sale emphasizing Vistra's practical and clinical value.
- **Media Program:** Tools to help you emphasize the lifestyle and practical benefits of Vistra to individual patients via the media.
- **Physician-Patient Communication:** An overview of what should be communicated to physicians to help them manage patient expectations about Vistra.

Patient Education Tool Kit: Why It Is Valuable

The launch of Vistra provides us with an excellent opportunity to leverage the significant brand equity of Vistraden and preserve sales following the expiration of Vistraden's patent. However, there are a number of challenges to achieving this objective. Most importantly:

- **Increasing Generic Prescribing:** Over the next few years, a number of branded products, including Vistraden will lose patent protection. As a result, prescriptions for branded medications will decrease as patients will be encouraged to use generic medications.
- **Pressure From Public Health Organizations:** A number of government and public health organizations are engaged in efforts to decrease the use of branded medications, partly because of their perceived high cost. A number of projects initiated by public health organizations in major markets have been credited with reducing the prescribing of branded medications.

In order to successfully market Vistra to patients in this challenging environment, we must:

- Highlight Vistra's clinical advantages and convenience.
- Educate patients, government and physicians on the public health benefits of Vistra.

Patient Education Toolkit

Pharmacy Partnership Program



Basic Training

Appropriate Use

Relationship Marketing

Appendix

Pharmacy Partnership Overview

Welcome to the Pharmacy Partnership Program section of the Patient Education toolkit. The purpose of this program is to provide you with tools that will help you establish long-lasting relationships with pharmacists. This is important because pharmacists are in an ideal position to communicate Vistra's clinical and practical value to patients. In addition, pharmacists that understand Vistra's benefits may be less likely to switch Vistra for a generic medication.

Patient Education Toolkit

Point-of-Sale Program



Planning

Material Development

Launch

Measurement

Point-of-Sale Program Overview

Welcome to the Point-of-Sale program section of the Patient Education toolkit. We define a Point-of-Sale program as consisting of any communication to a patient while they are in the pharmacy whether or not they are seeking a prescription. It is different from a Pharmacy Partnership Program because it does not require a great deal of collaboration and involvement from a pharmacist to implement.

The purpose of this program is to help you put patient-focused materials in the hands of pharmacists that will reinforce clinical and public health-related Vistra messages. By implementing the Point-of-Sale program, you will have the opportunity to educate patients on Vistra at two important times: before a Vistra prescription is dispensed and after it.

Conditioning the Market for Vistra

Ideally, education on Vistra in the pharmacy should begin long before the patient needs a medication. Our job is to help them recognize the value of therapies like Vistra so that they may be more willing to pay a higher price for the medication. Ensuring that patients see information about Vistra when they visit the pharmacist is one way to increase the chance that patients will choose Vistra. It is important to note that in many countries, direct-to-patient communications are heavily regulated. Successful implementation of a Point-of-Sale program requires careful consideration of the rules governing communications to patients in pharmacies in your market.

Patient Education Toolkit

Media Program



Public Relations

Building Credibility

Working With Media

Measurement and Planning

Media Program Overview

Welcome to the Media Program section of the Patient Education toolkit. This section of the toolkit is designed to help you emphasize the lifestyle and practical benefits of Vistra to individual patients (consumers) via the media (i.e., radio, television, newspapers, magazines and the Internet). This guide is organized into seven sections:

- **Public Relations: What Is It; What Can It Achieve?**
 - Public Relations and Other Marketing Activities: Where Does Public Relations Fit?
- **The Three Stages of Vistra Public Relations Activities**
 - Before the Launch of Vistra
 - At the Launch of Vistra
 - After the Launch of Vistra
- **Building Credibility For Vistra Through Partnerships**
 - Third Party Organizations
 - Spokespersons
- **Working With the Media**
 - Understanding the Media
 - Tools of Media Outreach
 - What the Media Want
 - Preparing Your Spokespersons
 - Media Outreach
 - Managing Vistra Issues
- **Measuring the Success of Public Relations**
- **Planning A Public Relations Program**
 - Before You Start Planning
 - Elements Every Plan Should Have
- **Working With An External Partner**

Patient Education Toolkit

Physician-Patient Communication



Diagnosis and Rx of RTIs

Talking to Doctors

Talking to Patients

Physician-Patient Communication Overview

Welcome to the Physician-Patient Communication section of the Patient Education toolkit. In this portion of the toolkit, we provide you with guidance on how to encourage physicians to help manage patient expectations about Vistra. Working with physicians to educate patients on Vistra will achieve the following:

- **Improved Patient Understanding of Vistra:** Our market research indicates that patients may have a number of misconceptions about Vistra. Most importantly, because Vistra is injected, they may believe that the dose is too strong. Physicians are in an ideal position to educate patients that:
 - They should sit for at least 5 minutes before and after taking Vistra.
 - Vistra is a very tolerable medication.
- **Fewer Patient “Denials”:** Market research conducted in the United States indicates that patients that understand Vistra’s product profile may be less likely to reject using it because of misconceptions about this class of medications.