

Targis

A Case Study in Positioning a New Medical Device
in a Crowded Market

Introduction

- Urologix asked us to help re-launch their flagship product, Targis Microwave Therapy, in a crowded market of minimally invasive treatments for benign prostatic hyperplasia [BPH] otherwise known as enlarged prostate

Background

- 15 million men in the US suffer from effects of an enlarged prostate
- Traditionally, there were only 2 treatments for BPH: watchful waiting and surgery
- When drug therapy entered market it almost immediately became the preferred front line treatment
- Shortly after the introduction of drug therapy, the first minimally invasive technologies for treating BPH appeared

Minimally Invasive Therapies

- **Balloon Dilation**
 - First to market; didn't work well
- **Laser Ablation (VLAP)**
 - Enters prostate telescopically; often requires multiple treatments
- **Stents**
 - Very successful in vascular surgery; not perfect for prostate; causes some irritation and collection of debris in urinary tract
- **Needle Ablation (TUNA)**
 - Applies radio frequency energy (RF) to heat and eliminate tissue
- **Thermal Therapy**
 - Uses microwave energy to heat and eliminate excess tissue
 - Targis utilizes thermal therapy

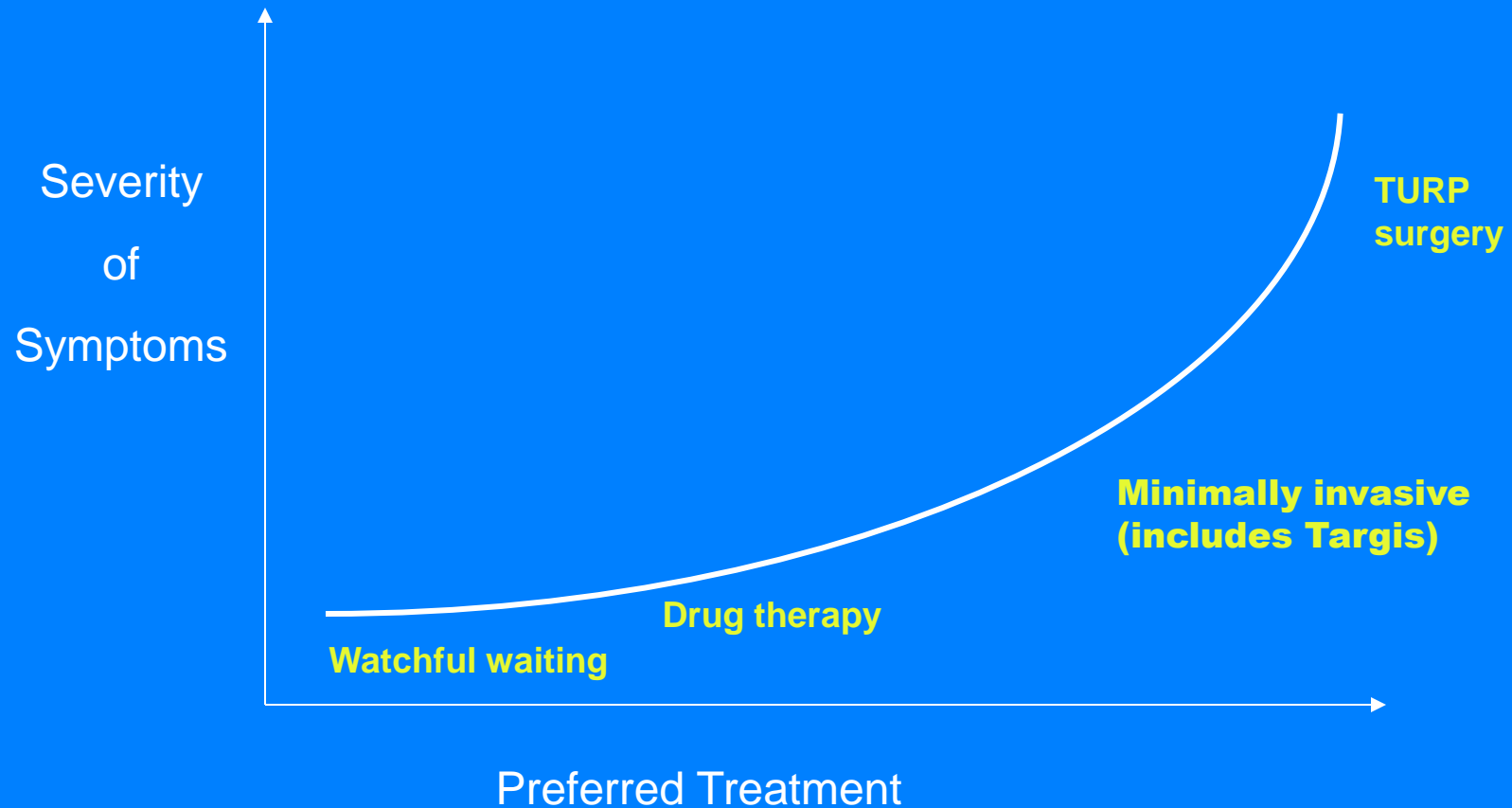
Comparing Alternatives

- Transurethral Resection of the Prostate (TURP) surgery is the gold standard for treating BPH
 - However, surgeons do a fraction of the number of TURPs now compared to 20 years ago
- Drugs provide frontline therapy
 - Drugs only treat symptoms not causes; most doctors view BPH as a symptomatic disease
 - Vast majority of men with BPH start with drug therapy

Minimally Invasive

- Minimally invasive therapies fill the gap between drugs and TURP surgery
- There are too many alternative therapies for them all to survive

Minimally Invasive Care Continuum



Urologist Mindset

- Drug therapy had already cut significantly into their very profitable TURP surgeries
- Managed care capitation of fees had also reduced their incomes
- They recognized that minimally invasive treatments were inevitable
- Door was open for new technologies if proven to be safe, efficacious and profitable

Re-launch of Targis

- Since the original Targis launch produced lukewarm results, the re-launch required a careful assessment of urology community and patient base before proceeding
- We recommended to start with research
- Positioning research focused on patients, urologists and primary care physicians

Methodology

- Qualitative
 - Individual interviews with 21 urologists, 12 PCPs and 22 men with BPH [Atlanta & Minneapolis]
 - Creative stimuli used to elicit response which allowed us to shape the positioning
 - Benefit laddering exercise employed to break down urologists' motivations
- Quantitative
 - 100 phone interviews with urologists

Findings About Patients

1. Most patients have total confidence in their PCPs as gatekeepers to medical specialists
2. Men on drug therapy are less happy than we originally postulated due to managing multiple medications
3. **Patients much prefer a one-time solution to daily meds**
4. **1% complication rate is too high for these men if the potential complications are impotence and incontinence**
5. BPH diagnosis usually occurs at routine check up rather than from complaints about symptoms
6. Many men are confused over differences between BPH, which is a benign condition, and prostate cancer

Findings About Primary Care Physicians (PCPs)

1. First line of treatment (drugs) almost always handled by patient's internist/PCP
2. Beyond drugs, PCPs present treatment options but are reluctant to make recommendations
3. PCPs concerned about cost of lifetime of drugs vs. potential one-time solution for BPH
4. PCPs worry about new therapies that may not work as advertised

Findings About Urologists

1. Still preferred TURP as first treatment option
2. Had not yet made up their minds about which alternative treatments were best
3. Verifiably excellent patient outcomes with a new treatment would get their attention
4. Fussy about language: they view words such as “cure” and “solution” with great suspicion
5. See direct link between happy patients and their professional well being and prestige

Patient Belief Model

One-time treatment vs. lifetime of drugs



Don't have to worry anymore



Can get on with my life



Improved quality of life



Improved relations, work performance



Peace of mind

Alternate Patient Belief Model

One-time treatment restores my quality of life



Feel younger (not sick anymore)



No longer worried about the future



Capable of doing more



Enjoy life more



Peace of mind

PCP Belief Model

Good Results



Successful referrals maintain my stature



Patient satisfaction with treatment keeps him with me



He tells friends and family

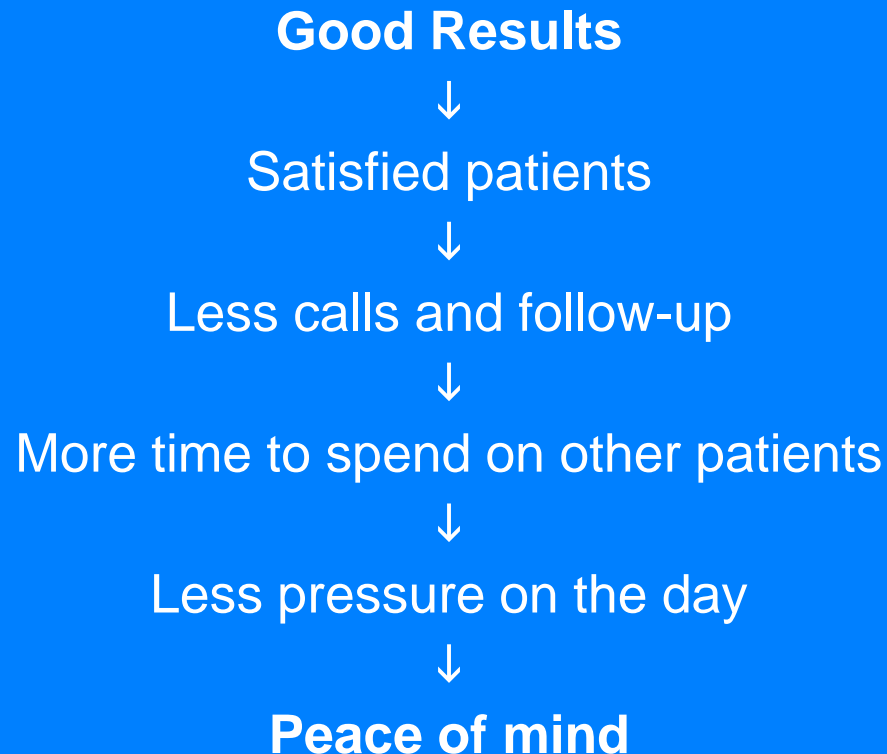


Sustains my livelihood



Emotional security

PCP Transactional Belief System



Urologist Belief System

Results / Improvement in patient symptoms



Happy patients



Patients stay with me



Refer family and friends



Support my livelihood; more work; more income



Security



Power



Status

Recommendations

1. Adopt tagline “problem solved” for both physicians and patients
2. Reach out to patients and primary care physicians as well as urologists
3. **Stake a clear place for Targis between drug therapy and TURP surgery**
4. Take a strong position sooner rather than later to fend off competitive technologies

Positioning

Targis

“Problem Solved”


Implementation

- For urologists, Urologix decided to focus on training and sales
 - Despite influx of new customers, sales stalled as new Targis-using urologists performed a few procedures to learn the system, then waited to see which new technologies would catch on
- For patients, Urologix was persuaded to test a lead generation campaign

Newspaper Ad

- Focused on a prominent symptom of BPH with a humorous take on finding a bathroom
- Use an unconventional ad size and shape

IF YOU'RE SUFFERING FROM AN ENLARGED PROSTATE, GET IN LINE.



IF YOU WANT TO SOLVE THE PROBLEM, FIND OUT ABOUT TARGIS™ THERAPY.

Are you making too many trips to the bathroom? Finding it difficult to empty your bladder when you get there? Could be you're suffering from an enlarged prostate - also known as BPH. This condition affects more than 50% of men over the age of 60. And as you know, it can really control your life.

But now there is a new solution. Targis™ therapy is a non-surgical procedure that is safe, usually pain-free, and takes less than two hours. Better still, for many men it's proving to be more effective than a lifetime of drugs, and less risky than prostate surgery, which can leave patients incontinent or impotent.

Targis™ therapy has FDA approval. Call today and find out how it can solve your problem and improve your quality of life. Call **1-800-244-9705** or return the coupon for more information about Targis™ therapy.

DISCOVER HOW TARGIS™ THERAPY CAN SOLVE YOUR PROBLEM.

YES! Please tell me how Targis™ therapy can solve my enlarged prostate problem. I understand that a representative may contact me with more information about Targis™ therapy and the certified Targis™ urologists in my area.

Please complete your details and mail to:
Urologix, Inc., P.O. Box 10044,
Norfolk, VA 23513-9981.

Name _____
Address _____
City _____
State _____ Zip _____
Phone _____


Targis™ Problem Solved.

©2011 UROLOGIX

Ad Response Mechanism

- Ad included a reply coupon and a toll-free telephone number giving interested parties two modes of response

IF YOU'RE SUFFERING FROM AN ENLARGED PROSTATE, GET IN LINE.



IF YOU WANT TO SOLVE THE PROBLEM, FIND OUT ABOUT TARGIS™ THERAPY.

Are you making too many trips to the bathroom? Finding it difficult to empty your bladder when you get there? Could be you're suffering from an enlarged prostate - also known as BPH. This condition affects more than 50% of men over the age of 60. And as you know, it can really control your life.

But now there is a new solution. Targis™ therapy is a non-surgical procedure that is safe, usually pain-free, and takes less than two hours. Better still, for many men it's proving to be more effective than a lifetime of drugs, and less risky than prostate surgery, which can leave patients incontinent or impotent.

Targis™ therapy has FDA approval. Call today and find out how it can solve your problem and improve your quality of life. Call **1-800-244-9705** or return the coupon for more information about Targis™ therapy.

Targis™ Problem Solved.

DISCOVER HOW TARGIS™ THERAPY CAN SOLVE YOUR PROBLEM.

YES! Please tell me how Targis™ therapy can solve my enlarged prostate problem. I understand that a representative may contact me with more information about Targis™ therapy and the certified Targis™ urologists in my area.

Please complete your details and mail to: Urologix, Inc., P.O. Box 10044, Norfolk, VA 23513-9981.

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

CODE:MSRP

ually pain- Targis™ therapy has FDA approval. Call today and find out how it can solve your problem and improve
than a life- your quality of life. Call **1-800-244-9705** or return the coupon for more information about
mpotent. Targis™ therapy.

Print Media Strategy

- Explored zoning the newspapers, however the demographic profile of a typical daily newspaper reader was fairly close to the audience we were trying to reach
- As a bonus, daily newspapers also included most of the physicians, primary care and urologists, we were trying to influence

Radio

- Produced 60 second spots: 45 seconds of product message and a 15 second live read for contact information of local hospital
- Bought time on shows that were very targeted to 50+ males
- Persuaded stations to conduct live call-in shows in conjunction with paid advertising

Results

- Newspaper ads did better in large metro areas; radio fared better in smaller markets
- Response to newspaper ad overwhelmed the inbound telemarketers with over 600 responses in one market
- Radio call-in show got surprising large audience numbers that were efficiently channeled into appointments for local urologists