



CASE STUDY

Translating your strategy into tactics

Our client's ophthalmology product was effective, trusted and established, but not being used early enough in the patient pathway. Sound familiar? The strategic goal was to focus on switch opportunities in a crowded market, and help clinicians recognise the patients for whom our client's product should be an early switch consideration. Which tactic would you choose?

Our thoughts:

One of the most creative and important aspects of medical communications is selecting and tailoring the most impactful tactics for each strategic goal that our clients have. From big flagship meetings, to intimate focus groups or thoughtful resources to support clinical practice – the range of tactical solutions has virtually no limits. That's where **Jango's expertise in understanding the true potential of the tactical options** comes in. As you would expect, we know how to deliver any tactic you could imagine – and some you can't – with flair and excellence. But our clients also have the confidence that **our tactical recommendations are backed up by the necessary expertise and experience** that results in **the right tactical mix for their particular brief and budget every time.**



The outcome:

Patients were switched earlier to client's drug; previously from 6–12 months and now as early as 3 months. The consensus increased understanding amongst clinicians about which patients are likely to respond to certain treatments and gave them the confidence of an evidence-based and peer-endorsed approach. This was not about attacking so-called competitors; it was about **empowering clinicians to choose the right drug at the right time for the right patient** in order to preserve a patient's right to sight.

