



Case Study: MEDICINE-ON-TIME

BRAND AWARENESS

Challenge

Medicine-On-Time is a provider of hardware, software, and packaging for the pharmaceutical industry. Using its product line, MOT's methodology and approach boasts a 95.7% compliance in pharmaceutical dispensing when the industry standard is closer to 60%. Although a very attractive benefit, its compliance rate is coupled with costlier implementation of their custom dispensing system. The challenge presented to ADG was to effectively promote the use of Medicine-On-Time's pharmaceutical products to the industry in a way that made the ROI obvious and the concern about a "new method" in a very staid industry disappear.

Solution

Having partnered with MOT for many years, ADG developed direct marketing initiatives, interactive presentations and training, website development, and brand identity campaigns. The direct marketing campaigns targeted pharmacies and assisted living facilities to invest in and implement MOT's products. Additionally, some campaigns were directed at consumers presenting the systems inherent benefits, which compelled patients to urge their local pharmacy to consider using MOT's system. The presentation of the system's high compliance and ease of use caused by ADG's awareness campaigns made the value proposition of MOT clear and caused consumers to respond.

ADG has also produced trade and consumer advertisements that reached the pharmaceutical community and the community-at-large. These communication efforts deliver the message that MOT products better enable dispensing compliance, which results in healthier patients – making the assertion that "patients who take their medicine properly actually get better!" These print advertisements contribute to consumer awareness, with the intended result being that MOT pharmacies generate new customer loyalty due to brand recognition.

ADG has also had the opportunity to exercise its ability to produce effective learning products by working with MOT to produce interactive training for pharmacies using the product. ADG is about to embark on a new initiative to revitalize the MOT brand in 2006 so that the message MOT continues to rings true.

Result

Medicine-On-Time has grown from several hundred pharmacies to several thousand in less than a decade and is the industry leader in innovative medication management. Consumer awareness is up, and pharmacies that offer MOT are gaining market share and prove to be more profitable. And finally, the system is being used for its intended purpose – making patients healthier by assuring they get the medicine that they need exactly when they need it.