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FutureResults

AHA 2005 - Exit Interviews
American Heart Association
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Client: ABC Pharma

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Table of Contents

Section	Page
Executive Summary	
Survey Purpose	1
Key Findings	2-3
Conclusions	4
Methodology	5
Question Detail	
Visitor area of specializations	1-2
Planned itineraries (exhibit hall)	3
Why they visited	4-5
Familiarity with ABC Pharma prior to booth visit	6
Those who currently prescribe ABC Pharma products	6-7
Elements valued in the exhibit	8
What they learned	9
Likelihood to prescribe/recommend	10
Drugs they would/already prescribe	11
Cross Tabulation	
Value of areas visited related to roles	1-4
Questionnaire	
Survey document	1

Survey Purpose

1

ABC Pharma wanted to learn the following from attendees who visited their exhibit during the AHA 2005 Annual Conference:

- What drew attendees to their exhibit during AHA.
 - Whether or not attendees had a pre-planned agenda relative to exhibitors they wanted to see at the conference.
- Familiarity with ABC Pharma prior to the exhibit visit.
- What new things these visitors may have learned about ABC Pharma at this conference.
- Which areas of the exhibit were considered the "highest value" for visitors to ABC Pharma during the meeting.
- Whether or not visitors already prescribed ABC Pharma products and prescribing (recommending) impact as a result of having seen them at the conference.

Key Findings

Visitor Profiles

Four of every ten (40%) said their specialty was cardiology/CV. About a fourth (26%) of the visitors to ABC Pharma's exhibit were researchers. Other significant specialties represented by booth visitors were those in nursing (9%) and pharmacists (4%).

Ninety-four percent (94%) were already familiar with ABC Pharma prior to the booth visit and over half (53%) of that group said they prescribe ABC Pharma products.

Booth Visitation

Two-thirds (67%) of the visitors to ABC Pharma's exhibit said they did not have a planned itinerary of which exhibitors they would see.

Why They Visited ABC Pharma

Top Five Reasons Visitors Stopped At The ABC Pharma Exhibit

- #1 -26% To see what new products ABC Pharma was offering
- #2 -22% To watch a product presentation (CD, demo, presentation)

- #3 -22% Just walking around the hall
- #4 -20% To get coffee
- #5 -18% Pick up a giveaway

What Visitors Valued At The Exhibit

Speaking with an ABC Pharma representative was deemed the most valuable experience at the exhibit. The Case Study presentation (CHARM) was the second most valuable experience and the Virtual Patient Experience was the third most valuable experience.

Visitors indicated lines were long to the Internet Café and that they did not want to 'sign up' for it. They thought it was a courtesy Internet access. Two of the three people who used the Internet Café thought it was 'very valuable' and one thought it was 'not of value.'

Of the visitors who experienced the Case Study element, half thought it was 'very valuable' and half thought it was 'somewhat valuable.'

Continued

Key Findings Continued

What Visitors Valued Continued

Of those who visited with an ABC Pharma representative at the booth, two-thirds felt the experience was 'very valuable' and about a third thought the experience was 'somewhat valuable.'

Half of those who went to the Virtual Patient Experience thought it was 'very valuable' and half thought it was 'somewhat valuable.'

What Visitors Learned

Two of every five (44%) learned something new and three out of every five visitors (56%) said they did not learn anything new during their booth visits. Keep in mind that one of every five (20%) said they were there just to get coffee or a giveaway(18%).

Visitors said they learned new things about Product B; about the CHARM Study and other product reminder information.

Prescribing Impact

Of the 53% who already prescribe ABC Pharma products, 72% prescribe Product A; 44% prescribe Product B; 20% prescribe Product C and 12% prescribe Nexium. Note: 1)The sample size is low so these numbers are not truly representative and 2) about half the visitors held non-prescribing roles.

Eight percent (8%) of those interviewed indicated they were more likely to prescribe or recommend ABC Pharma products; 40% indicated they already prescribed one or more of ABC Pharma's products and 52% said they do not prescribe or recommend drugs.

Conclusions

4

Almost all who stopped were familiar with ABC Pharma prior to the event. This implies a strong brand recognition at both a corporate and a product level. Since there is strong familiarity, ABC Pharma needs to pay attention to creating an attraction that brings even those familiar to see and hear what is new at ABC Pharma.

The mix of visitors had a significant number of roles who do not prescribe or recommend (nurse, pharmacist, researcher) and that impacted the responses regarding likelihood to prescribe or recommend for the future.

Visitors seemed to either stop to purposely get information or because in the course of wandering around the exhibit hall, they recognized brands, smelled coffee or wanted a giveaway. Marketech research at 26 medical meetings yielded the #1 reason that prompted attendees to stop was to get specific product information, #2 to talk to a rep, face-to-face and #3 to participate in a promotion or exhibit activity.

Whenever there were lines at exhibit attractions, some visitors decided to cruise through without looking at anything specific or talking to anyone. The Internet Café was either not of value or something about the use was not attractive to visitors. This occurs when visitors are familiar with the brand and perceive there may be nothing new.

The Case Study and staff engagement were of high value to those who engaged in these elements. This says two things: 1) This group might respond well to a business theater presentation style for such information which would also impact 'new learnings' more positively/significantly; and 2) Having excellent staff performance is a key ingredient to visitor learning experiences and prescribing impact.

Larger sample sizes will produce more reliable statistics. This can be done by repeating studies or increasing sample size at shows.

Methodology

5

Marketch, Inc. was commissioned to conduct a survey of visitors to the ABC Pharma exhibit during the AHA 2005 annual meeting which was held in Dallas, Texas, November 13-14, 2005. The survey was cooperatively designed by Marketch and ABC Pharma staff and is compliance with OIG.

The survey was conducted as an intercept interview with expo area attendees as they exited the ABC Pharma exhibit space. Respondents were selected at random and no incentive was given for participation. Only US visitors who had spent time within the Pfizer exhibit were interviewed. The interviewers asked the questions and recorded answers.

Marketch completed 50 interviews.

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