



Biomedical Marketing HEMA 914

Winter, 2015
Monday Evening

Instructor: Tim Calkins
Phone: (847) 467-3209
E-Mail: t-calkins@kellogg.northwestern.edu
Office: Jacobs 498

November 26, 2014

Course Description

The biomedical industry is beginning to understand and appreciate the importance of marketing. It is becoming very clear that success in the industry comes from a combination of great science and strong marketing.

The core marketing concepts are broadly applicable across industries. Positioning, for example, is important for every brand. However, the biomedical industry presents unique marketing challenges; marketers have to deal with complex regulatory, competitive, scientific and ethical issues.

This course studies how marketing concepts play out in the biomedical industry. The course includes case studies, guest speakers, student projects and discussions.

The overall goal of the course is to build your skills as an effective marketing leader in the biomedical industry. Specifically, the course will help you to:

- Understand the key players
- Apply marketing strategies successfully in the biomedical industry
- Appreciate the importance and significance of rules and regulations
- Think through ethical issues and considerations

The focus of the course is on application; we spend less time on the basics of the industry and more time looking at how to apply marketing concepts.

Course Requirements

New Product Analysis - Team (50 points)

Over the course of the semester, students will analyze a recent new product launch in the biomedical industry. The project will culminate with a presentation highlighting your

findings and a written paper of up to 15 pages including exhibits. Most of the presentations will be during a class session. A few might occur outside of class. The goal is to analyze the launch and identify the key learning points. The paper and presentation should cover topics including:

- The product and the market space
- The launch plan
- Your assessment of the launch plan
- Results
- Learning points

Each team will have fifteen to twenty minutes to present; I will finalize presentation times once I know how many teams there are in the class.

Team rosters are due in class 2; most teams will be 5 to 7 people. Teams will need to submit a topic with a short summary in class 4.

Short Assignments - Individual (30 points total, 15 points each)

Students will do two short assignments during the semester. There are several different options to choose from. I will often select several students to present their point of view to the class.

Papers should be no more than 4 pages in length. The best papers will be clear and convincing.

Just use the information in the case when answering the questions. The one exception: you can do external research when considering the direct to consumer marketing question.

These assignments are due at 11 PM, 2 days before the class session.

Class Participation - Individual (20 points)

Class participation is critical to the success of the course, as the quality of the discussion is largely in your hands. I usually cold call frequently. Please plan to attend all the classes and to arrive ready for the case or discussion. In addition, please plan to stay for the entire class. I will do my best to start and end on time.

I do not allow students to use keyboards in class. You can use a tablet to refer to cases and take notes using a stylus.

Peer feedback can have a significant impact on class participation scores.

Honor Code

The course will observe the Kellogg honor code.

In our case discussions, please limit your reading and analysis just to the information presented in the case. Please do not do external research before the class session, because this makes the discussion and analysis difficult. After the class you can research as much as you want and this is a useful thing to do.

Course Administration

I am on campus most days and happy to meet to discuss the course, careers or other issue. Please send me an email to set up some time. I am also available before and after class.

I will be using Canvas to post announcements, class notes, articles, case summaries and other materials. Please check Canvas regularly for updates.

Readings

Case packet

The case packet is essential as it contains all of the cases we will cover during the semester. It also contains a note on coding and coverage. I will post articles for the course on Canvas.

Books

There are two books for the course. Both are easy reads and provide useful insights into the industry.

Complications

This is an entertaining and informative book written by a surgeon. It provides a fascinating look at the life of a physician.

Hard Sell

This book created quite a stir when it came out; it is a not entirely flattering look at the life of a pharmaceutical sales representative. It should be taken with a grain of salt. It is highly entertaining.

Optional Reading

I will post a recommended reading list on Canvas for those who want to read more about the biomedical industry.

Kellogg School of Management Biomedical Marketing

Case Questions **Discussion and Short Assignment**

FluMist Discussion Questions

1. How good a product is FluMist? Why?
2. How should MedImmune position FluMist?

Circle Gastroenterology Discussion Questions

1. How well is Fluxbloc doing? Why?
2. What should Circle do now with Fluxbloc?

Crestor Discussion Questions

1. Why is the statin market so large?
2. How did Lipitor become the leader in statins?
3. How should AstraZeneca launch Crestor?

Crestor Short Assignment Questions

Develop a launch recommendation for Crestor. Consider:

- Message: what should AZ say about the product?
- Physician target: specialists or primary care physicians?
- DTC: should AZ invest heavily in marketing to patients?
- Pricing: what should be the price of the 20 mg dose?
- Spending: how much should AZ spend on the launch?

Marketing to Consumers Short Assignment Questions

Do you agree with the following statement? Why or why not? Feel free to do external research when answering these questions.

Congress should pass a law prohibiting all direct to patient marketing efforts by

pharmaceutical and medical device companies.

Xigris Discussion Questions

1. What are the strengths and weaknesses of Xigris?
2. What should Peter Sheffield focus on to ensure the launch is a success?

Marketing Antidepressants Discussion Questions

1. Why did Prozac do so well?
2. Was Lilly good or just lucky?
3. How did Zoloft and Paxil enter the market?

Gardasil Discussion and Short Assignment Questions

What is the cost per QALY at a price of \$120 per dose (\$360 per person)?

Is \$360 per person too high or too low?

US AID Discussion and Short Assignment Questions

What should Milestone recommend? Why?

Orexigen Discussion and Short Assignment Question

What is the financial value of Contrave?

Genzyme: Synvisc Discussion and Short Assignment Questions

Should Genzyme fund the proposed trials? Why or why not?

**Kellogg School of Management
Biomedical Marketing**

Peer Feedback Form

Please list below each member of your group. For each person, assign a grade (A, B, C, D or F) that reflects their overall contribution to the group's output. Please consider the quality and quantity of their work. Responses are confidential and can have a substantial impact on final class grades. Comments are very helpful.

Your name:

Your team number or topic:

<u>Team Member</u>	<u>Grade</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Comments: