



IMA LINKS



IMA

invited to give seminar
At Villanova University

IMA's Ed Siebert and Drew Cutler spoke to students at the Villanova University School of Business in February. They were invited by Associate Professor Eric J. Karson who teaches students a course entitled *Principles of Marketing*. Their lecture covered qualitative marketing research and projective techniques. Previously, Ed and Frank Pulcini have lectured for Professor Karson. ❖



Marketing Research : Penny-Wise, Pound Foolish

by Andrew D. Cutler, Ph.D., Vice President, Integrated Marketing Associates

The business world is littered with examples of companies that tried to reduce costs by cutting corners in their marketing research spending, and ended up instead "cutting their nose to spite their face." Even in the generally profitable world of pharmaceuticals, the drive to save money is strong, especially with the precarious state of the economy. Smaller pharmaceutical companies, in particular, have less money to spend, and therefore may feel more pressure to "save a buck" whenever possible. Often, one of the first departments in an organization to be the victim of cost-cutting pressures is marketing research. The benefits of marketing research, after all, can be difficult to measure, and conducting such research rarely leads to immediate and tangible rewards. Instead, the benefits of this investment often do not appear until many months, or even years, later.

Conducting marketing research is, in some ways, analogous to paying for a child to receive a college education. As we all know, college tuition is notoriously expensive, and the dividends that it pays are not necessarily going to be apparent for quite some time. Still, it is an

investment that many parents choose to make, as the rewards eventually dwarf the expenditure necessary to make it happen. A young person without a college degree is going to face an uphill battle in the professional job market, as there are invariably a plethora of college-degreed applicants for the same position. Similarly, a company that wishes to market its products successfully, but chooses to skimp on marketing research, will be at a considerable disadvantage when competing against firms that have made the investment.

Ask yourself: are you able to answer the following strategic and tactical questions for your brand?

- What do physicians view as the advantages and disadvantages of your brand versus your competitors'?
- For which patients are physicians prescribing your brand versus your competitors'? Why?
- What steps can you take to increase patient requests for your product?
- How much a role do nurse practitioners and physicians' assistants have in the selection of therapy for patients in your category?

- How effective is your company's sales aid? What steps could be taken to improve it?
- What imagery and messages are your customers most responsive to?
- To what extent do patient requests have a role in physician prescribing of your product?
- If applicable, how will the emergence of generic entrants impact your category?
- What trends in treatment are there in your category?
- What line extensions for your product would physicians find useful, and why?

If you only know the answers to a few of these questions, chances are that your marketing research projects are sporadic. Marketing research can help a marketing team take control of their brand and the brand's future success. Like a general going to battle, the successful marketer understands the importance of being proactive in gathering the intelligence that will help him to defeat the enemy.



Marketing Research San Juan and Honolulu

Recently, Ian Fureman conducted marketing research in San Juan, Puerto Rico and Honolulu, Hawaii. Ian commented that medical professionals in both locations were "happy to participate in in-person market research." In fact, none of the doctors had ever been visited by a qualitative market research supplier from the continental United States. Brand teams that are interested in understanding the perspectives of physicians who practice outside of well-traveled research cities should consider San Juan and Honolulu.

IMA in the Spotlight

- ❖ IMA is celebrating its 15 year anniversary of providing marketing research.
- ❖ Ian Fureman celebrated his 10 year anniversary with IMA.
- ❖ Beth Carey recently bought her first house. Congratulations Beth!!
- ❖ Frank Pulcini's daughter, Kristin, opened a new ballet studio in Havertown, PA. Visit Kristin's website: pballet.com
- ❖ In January, Drew Cutler moderated *Evolution and Trends in Pharmaceutical Marketing Research* at the Philadelphia Chapter of the MRA. He was also a speaker at the Great Lakes MRA meeting in Sanibel Island, Florida.
- ❖ Christopher George welcomed a new addition when he brought home his new puppy, *Baxter*. *Baxter* is a Schnoodle (a Schnauzer-Poodle mix) and is a real crowd-pleaser!
- ❖ IMA's Gwyn Gibbs was recently invited by a major pharmaceutical company to present on *Qualitative Consumer Research Techniques, Applications for Healthcare Professional Research*. Gwyn comes to IMA with a Master in Behavioral Science, certification in Life Empowerment Coaching and a background in Consumer Product Research. Contact IMA to bring Gwyn's intriguing workshop to your location.

People

Frank Buckles, the last known U.S. military veteran of World War I, turned 108 on February 1, 2009.

Buckles said he had always known he would grow quite old. His father lived to be 97. He had a sister who was 104.

The national World War I veterans group, of which he is the commander and sole member, used to publish a newsletter. Each issue counted down the number of old doughboys still around. As the number got smaller and smaller, "I realized I'd be one of the last," he said, "but I never thought I'd be *the* last."

On Nov. 11, the 90th anniversary of the armistice that ended World War I, the secretary of the Department of Veterans Affairs recognized Buckles as "our last living link" to that war. Buckles met President George W. Bush at the White House last year and was feted at the Pentagon.

He smoked a pound of pipe tobacco and box of cigars each month until he was in his 70s and he drove a car and farm tractor until he was 102.

Frank Woodruff Buckles was born Feb. 1, 1901. When WWI broke out in Europe in 1914, he was 13. He was only 16, and underage, in 1917, when the U.S. entered the war against Germany on the side of Britain and France. He told the Army that he was unable to produce his birth certificate and they let him in, believing he was of age. Read more about Frank on his website:

www.frankbuckles.org.

Famous Quotes

"If a man does his best, what else is there?"

- General George S. Patton (1885-1945)

"Don't be so humble - you are not that great."

- Golda Meir (1898-1978) to a visiting diplomat

"Do, or do not. There is no 'try'."

- Yoda ('The Empire Strikes Back')

"I think 'Hail to the Chief' has a nice ring to it."

- John F. Kennedy (1917-1963) when asked what is his favorite song

"When you do the common things in life in an uncommon way, you will command the attention of the world."

- George Washington Carver (1864-1943)

Arts and Entertainment



For those of you who like Country music, IMA's Drew Cutler would bet his ranch that you will enjoy the song *In Color* by Jamey Johnson. Our normally stoic Drew gets misty-eyed when he hears this sentimental tune about days gone by, when photos were in black and white but feelings were no less vibrant than today. The message received is a beautiful one that may touch your heart. To learn more about Jamey, go to his website: www.jameyjohnson.com.



If you prefer soul with a softer edge, IMA's Patty LaBarbara recommends you give Duffy's *Rockferry* a try. Duffy is a sweeter version of Amy Winehouse, with a pop twist. Before long, you'll be singing along to her soulful, catchy tunes. Duffy was nominated, but lost to Adele, in the Best New Artist category at the 2009 Grammy awards. (By the way, Adele is fabulous too.) To learn more about Duffy, visit: iamduffy.com

Recipe Corner

Girl Scout Thin Mints Imposters

Ingredients:

- Dark chocolate mint candy squares
- Buttery, round crackers, such as Ritz brand

Preparation: Melt the dark mint chocolate in a double boiler, over medium heat on the stove. Once melted, remove from heat and dip in a cracker. Place on wax or parchment paper and let harden...voila, "Girl Scout Thin Mints Imposters!"

Courtesy of rachelray.com

Medical Terminology

Anastomosis: the joining together of two hollow organs, usually to restore continuity after resection, or to bypass a disease process that surgery cannot remove.



Health and Fitness

If you're tired of chilly weather, remember: April showers bring May flowers, so hang in there! To keep you flexible and in shape for the warmer months, why not try some desk exercises at work, courtesy of WebMD?

- ❖ **Sitting in your chair, lift one leg off the seat, extend it out straight, hold for 2 seconds; then lower your foot (stop short of the floor) and hold for several seconds. Switch; do each leg 15 times.**
- ❖ **To work your chest and shoulders, place both hands on your chair arms and slowly lift your bottom off the chair. Lower yourself back down but stop short of the seat, hold for a few seconds. Do 15 times.**
- ❖ **Let your head loll over so that your right ear nearly touches your right shoulder. Using your hand, press your head a little lower (gently, now). Hold for 10 seconds. Relax, and then repeat on the other side.**
- ❖ **You get to put your feet up for this one! To ease the hamstrings and lower back, push your chair away from your desk and put your right heel up on the desk. Sit up straight, and bend forward just until you feel a gentle stretch in the back of your leg. Flex your foot for a few seconds, and then point it. Bend forward a little farther, flex your foot again, and hold for 10 seconds. Repeat on the other side.**
- ❖ **To stretch your back and strengthen your biceps, place your hands on the desk and hang on. Slowly push your chair back until your head is between your arms and you're looking at the floor. Then slowly pull yourself back in. 15 reps.**