

Patient



### Patient Testimonials on Product Performance

DMD's **DeltaClaim**<sup>SM</sup> is a custom-designed tool to collect opinions from one of the best sources of information for any drug – *the patient*.

Pharmaceutical marketing has been described as “selling a promise” since few drugs have an immediate, observable curative response in the patient. Regulatory bodies exist, therefore, to impose standards of truthfulness and inspire marketplace confidence in products.

Marketers rely heavily on laboratory data from clinical trials to establish product efficacy and safety in the minds of prospective prescribers. What's often missing? Patient perception!

**DeltaClaim**<sup>SM</sup> results, while always objectively reported, may be ideal for developing future promotional or educational programs.

- › Quantifies patient product experiences
- › Provides invaluable feedback for physicians
- › Uncovers patient benefits for promotion niches



Seeing Beyond the Data<sup>SM</sup>