

# OTC Feminine Hygiene Product

## Patient Activation Bag platform achieves 50% higher sales conversion than other marketing platforms



### CAMPAIGN OBJECTIVE & STRATEGY

A top-selling OTC feminine hygiene brand was looking to determine the most effective means of advertising and consumer outreach. Utilizing five different marketing platforms, they tested multiple methods in an effort to determine which channel would reach the maximum number of potential consumers. The Patient Activation Bag program achieved the best results from amongst five platforms tested.

The InStep Health exclusive nationwide network of HCPs was leveraged to provide individual education to each participating OB-GYN.



### EXECUTION

InStep Health, one of five platforms tested in a third-party study by Sampling Effectiveness Advisors, created a customized Patient Activation Bag aimed at over 1,500 OB-GYNs nationwide.

A product sample, educational brochure, and coupons were heat-sealed into each Patient Activation Bag, with compelling messaging included on the bag's exterior. OB-GYNs hand-delivered these bags to every patient, yielding a powerful influence on the purchasing decision of each consumer.



### KEY FINDINGS & RESULTS

Third-party research by 

Patientperx **achieved a 50% higher sales conversion** than all other sampling programs combined.

**88% of patients** who received a Patientperx Patient Activation Bag tried the product.

As a result of the Patientperx Patient Activation Bag program, **68% of non-purchasers say they are likely to purchase the product** in the future.

Out of all sampling efforts, Patientperx had the **most positive responses**.

*"This was a perfect product to recommend for our patients to sample. Lots of great feedback from them."*

- Pablo V. Renart, MD  
(Takoma Park, Maryland)

*"The InStep Health OB-GYN program was definitely the best performing program... good sample controls, high trial, a 16-point purchase build, and the highest purchase intent... It has the best ROI of all the programs tested."*

- Cindy Johnson, President of Sampling Effectiveness Advisors (SEA)