



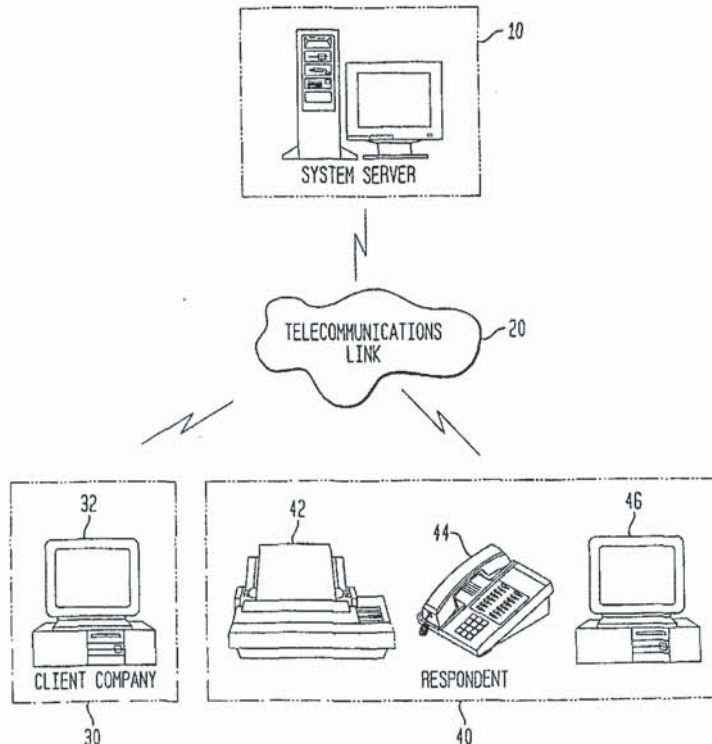
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(54) Title: INTERACTIVE TARGETED MARKETING SYSTEM AND METHOD

(57) Abstract

A system and method for interactive marketing in the life sciences industries is disclosed. Targeted respondent data for a client company project is input to a system server (10) which is used to generate survey participation offers. The system server (10) transmits the participation offers having a project identifier and respondent identifier to the respondents on an automated basis such as by facsimile transmission. When a survey participant responds, the system server (10) conducts an automated survey either by telephone or by electronic form using predetermined survey questions for the client company marketing project. An audio or audiovisual marketing message is selected and played to the survey participant based on either the participant's responses to the selected survey questions or other profile data of the participant. The survey responses are recorded and the response data, or processed statistical reports generated from the response data, are transmitted to the client company. The response data and statistical reports may be generated and accessed on a real-time basis by the client company via a telecommunications link (20) to the system server (10). Optionally, the system server (10) generates and transmits a reward to survey participants.



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INTERACTIVE TARGETED
MARKETING SYSTEM AND METHOD

Field Of The Invention

5 The present invention relates to targeted marketing and feedback on an interactive basis, and more particularly, to a system and method for dynamic and automated targeted marketing and marketing measurement in the life sciences industry.

10 **Background Of The Invention**

 Marketing programs and advertising delivery systems, particularly in the life sciences industries such as the pharmaceutical and agricultural science industries, tend to be expensive and inefficient. Often, it is also difficult, if
15 not impossible, to measure the success or failure of a particular marketing program.

 For example, pharmaceutical companies typically market their products through a network of sales representatives who provide detailed information about a product directly to a
20 purchase decision-maker, such as a prescribing physician in a practice. This is known as "detailing." They also market products through direct mail advertising, through advertisements in scientific journals, or through general advertising to consumer-patients in general circulation
25 periodicals or on television. Each of these means of marketing is expensive and, except for the detailing procedure

and direct mail advertising, cannot be focused on specific purchase decision-makers.

Detailing involves a brief oral presentation of information by the pharmaceutical company's sales representative to a physician along with written information, samples and the like. A detailing session will generally take place in the physician's office during business hours and last from ten to twenty minutes. Because of the labor-intensive nature of detailing, the cost of this marketing mechanism is expensive. The sales representatives must be thoroughly educated and trained with respect to the detail message intended to be delivered to the physician and, of course, must be provided with the necessary logistic support such as transportation, communications equipment and product literature. Even though detailing may be targeted to a specific group of physicians, it is generally not the practice to customize the detail message and effectively the same message is delivered to all the physicians. Also, because of the limitations on maintaining a sales force of representatives, e.g., size and expense, each sales representative must visit a number of physicians. It may therefore take weeks or even months to deliver the detail message to all the physicians the pharmaceutical company wants to reach. Because of the expense of detailing, this marketing method is usually limited to use only in connection with the top-selling products of the company which may comprise two to five percent of the products in a company's product line.

Another potential drawback to using the detailing mechanism is the requirement that the message delivered to the physician must generally comply with government regulations governing the message content. For example, many governments
5 require that the message must be "balanced" and that the message does not include any "off label" claims. In other words, the sales representatives must not make any claims or representations in person which would not be permitted on the labeling of the pharmaceutical product. Also the message must
10 contain the same sort of balance between the positive and negative attributes of the product as the label or other written advertising would contain. Obviously, since each detail session is a personal presentation to a physician, there is the risk that the message could contain a mistake or
15 even an unauthorized "off label" claim.

Direct mail advertising can be targeted to specific physicians, but it is often viewed as ineffective because, unlike detailing, there is no assurance that the advertisement is receiving the attention of the physician. Because of the
20 static visual nature of most direct mail advertising and the busy schedules of most physicians, direct mail advertising cannot be relied upon to convey important product information in the same manner as detailing. Direct mail advertising is also competing with the advertising of both competitive and
25 unrelated products for the attention of a physician. In order to compete for what little attention the physician may give to direct mail advertising, the advertising must be designed to

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