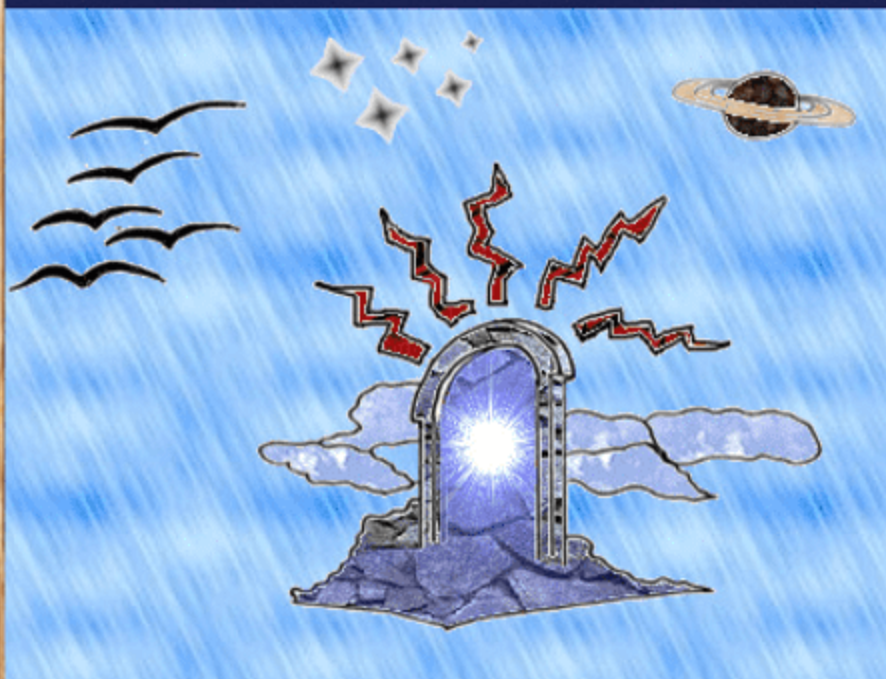# Expand Target List While Staying On Label

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Of course we should never promote outside our label. Doing so is irresponsible and simply bad business. The solution is simple: Stay away from physicians that may write outside our label. Their specialty is an obvious giveaway. Drop all physicians of the wrong specialty, and, voila, we are sure to keep the problem at bay.

While this is a surefire way to stay out of trouble, it is extremely costly. Just because a physician is of a certain specialty does not mean the physician may not have patients for whom our drug is on label. Staying away from those physicians achieves two things. One, curtail the potential for our drug. Two, turn our back on patients that need our help. Clearly, dropping physicians on the basis of specialty is far too radical and counterproductive.

The Fix? The idea of eliminating physicians based on some attribute is right on but using specialty as elimination criterion is far too crude. What is needed is something more precise such as the ICD-9 diagnosis code. Indeed, so long as one patient of the physician has the "right" ICD-9 code, the physician is relevant (although we may choose to drop the physician for other reasons).

Things are actually more complicated since the ICD-9 code may not be present. Indeed, not all transactions of a patient are captured in the database, a phenomenon euphemistically known as leakage. The good news is this is no showstopper. Using predictive modeling techniques, we may infer with good accuracy the presence of an ICD-9 code even when it's not explicitly there. More on that if you are puzzled.

Question: Are your target selection criteria too stringent? If that's the case, your drug is obviously not doing as well as it should. The flipside is you can grow your product simply by opening up your target. We helped many clients do just that.
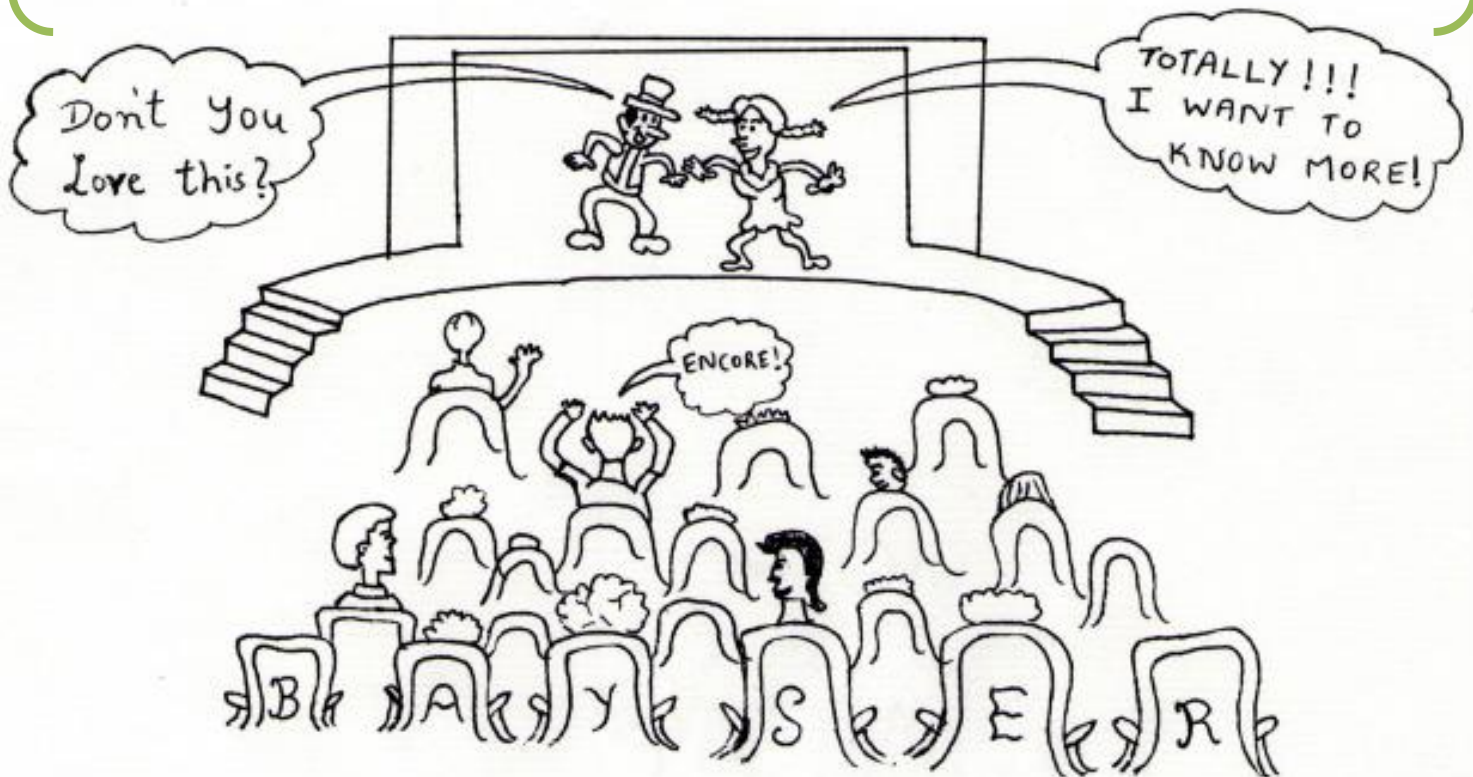
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Founder & President

Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.

In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or bayser@bayser.com.

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