



**saizen**<sup>®</sup>

Saizen, a treatment for human growth deficiency in children and adults, is somewhat of a brand anomaly. On one hand, Saizen is a commodity, given that competing brands offer similar clinical benefits to patients. Yet, with a yearly cost up to \$30,000 per year of therapy, it's not commodity-priced.

Big Arrow undertook a 4-week exploratory journey to identify ways to overcome the brand's inertia, reconnect with all constituents, and in so doing, establish a point of differentiation.

# SAIZEN

## When is a commodity not a commodity?

Saizen and its competitors targeted primarily managed care decision makers, and focused on their perceptions of value in order to maintain preference at their current price points. This singular focus, however, led to the disenfranchisement of those the category was created to serve: HGH deficient children, adults and the professionals who care for them. It left their voices (and choices) unheard, their needs unnoticed, and their bond to the brands disconnected. And most importantly, it left the Saizen brand devalued.

Our task was to identify ways to overcome the brand's inertia, reconnect with all constituents, and in so doing, establish a point of differentiation.

Specifically, the exploratory focused on Saizen's current position and future potential:

- In the progression of economic value, which included an analysis

of the level of differentiation operating in the marketplace;

- For activating patient choice, a proven point of differentiation for the drug;
- For creating an experiential brand;
- To address the marginalization of physician and patient; and
- For marketplace disruption.

The exploratory concluded that by recognizing the centrality of the professional and patient, Saizen had the power to reengage these segments and bring about a commitment that could lead to better compliance. This enhanced compliance, if leveraged back to the managed care marketplace, could create a brand preference in that segment. So when is a commodity not a commodity? When it distinguishes itself by the respect it shows for all its constituents.

**saizen matters**

“We do a little role play called, ‘Where’s The Needle?’ If kids can’t see it... they figure they won’t feel it, either.”

Kids aren’t the only ones who are needle averse. Adults who could benefit from growth hormone therapy can be just as afraid to self inject. Endocrinologists witness that palpable fear on a daily basis. It’s a universal behavior some people simply never outgrow.

What does Saizen say?  
**Try Easypod technology.**

**saizen**  
[somatropin (DNA origin) for injection]

INTRODUCING  
**HERO 191**  
HIS MISSION IS GROWING

HERO 191 is a brand of recombinant human growth hormone (somatropin) for injection. It's a super duper and what's up with his name? Super has the 191 amino acid sequence and structure, so it's identical to the growth hormone that most kids produce naturally. But when some kids can't, it's HERO 191 to the rescue.

**saizen**  
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