



JR Case Study: Dey Pharmaceuticals

EpiPen® DTC Loyalty Program – JohnsonRauhoff’s loyalty program exceeded objectives and increased customer retention.

JR Case Study

Dey Pharmaceuticals

EpiPen® DTC
Loyalty Program



SITUATION ANALYSIS

Dey Pharmaceuticals manufactures EpiPen®, the best-selling prescription epinephrine auto injector for anaphylactic shock (a severe allergic reaction that can cause death). The brand had a database of 33,000 users, registered for the EpiPen Expiration Reminder Program (ERP). Because of the life-and-death nature of this drug, it's important that those who need it never be without it. Dey asked JohnsonRauhoff to develop a loyalty program to keep these people involved with the brand.

OBJECTIVES

- Increase enrollment of ERP by 25%
- Increase prescriptions for multiple units
- Increase Web site traffic
- Educate on anaphylaxis, epinephrine, and EpiPen
- Build customer relationship and loyalty

STRATEGY

- Develop a long-term partnership with current users through targeted communication, education, and training

- Build user loyalty
- Lay groundwork for CRM tactics
- Increase awareness among potential users through communication and education

TACTICS

- On- and in-pack information
- Multiple, timed direct mail pieces including welcome card, educational information, and expiration reminders
- Member kit, including reminder magnet
- Multilingual educational brochure

RESULTS

- 40% increase in enrollment
- 6% increase in prescriptions for multiple units
- 25% increase/month Web site traffic
- Reduced lapsed memberships to 13