

Representative: Good morning, Dr. Smith. Thank you for taking the time to meet with me today.

Doctor: Good morning. It's my pleasure. How can I help you?

Representative: I'm here to get your feedback on some marketing messages for a new drug called Foobar. We have two different messages, and I'd like you to rate each one on a scale from 1 to 7, where 1 means you find it very unconvincing and 7 means you find it very convincing. Could we go through these messages together?

Doctor: Sure, that sounds fine.

Representative: Great. Here's the first message: "Foobar is proven to significantly reduce the symptoms of chronic migraine, providing patients with relief that lasts. With Foobar, your patients can enjoy more pain-free days and a better quality of life."

How would you rate this message on a scale from 1 to 7?

Doctor: Hmm, I'd rate this a 6. It's quite compelling, but it could use more specific data or results.

Representative: Thank you. Could you tell me a bit more about what you found convincing in this message?

Doctor: Well, the emphasis on reducing symptoms and improving quality of life is important. Those are the outcomes patients and doctors are looking for.

Representative: That's great feedback. You mentioned it could use more specific data. Can you elaborate on that?

Doctor: Sure. Including some statistics or results from clinical trials would make it more persuasive. For example, saying something like "Foobar reduces migraine frequency by X% in Y% of patients" would add credibility.

Representative: Understood. Now, let's move on to the second message: "Foobar works by targeting the root cause of chronic migraine, offering a new approach that addresses both the frequency and severity of attacks. Trust Foobar to provide your patients with a comprehensive solution to migraine management."

How would you rate this message on a scale from 1 to 7?

Doctor: I'd give this one a 5. It's good, but it feels a bit less specific compared to the first one.

Representative: Thank you. What elements of this message did you find convincing?

Doctor: I like that it talks about targeting the root cause and offers a comprehensive solution. It sounds like it's addressing the problem more holistically.

Representative: That's helpful. What would you suggest to make this message more compelling?

Doctor: Again, more specifics would help. Perhaps mentioning the mechanism of action in layman's terms or including some evidence of efficacy could strengthen the message.

Representative: Excellent points. We really appreciate your detailed feedback. One last question: considering both messages, which one do you think would resonate more with your patients and why?

Doctor: I think the first message would resonate more because it directly addresses the benefits patients care about: symptom relief and quality of life. However, incorporating the comprehensiveness and root cause aspect of the second message into the first could make it even stronger.

Representative: That's very insightful. Thank you so much for your time and valuable feedback, Dr. Smith. It's been extremely helpful.

Doctor: You're welcome. Glad I could help. Best of luck with Fooobar.

Representative: Thank you. Have a great day!

Doctor: You too.