

# Rx vs OTC

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How should their marketing differ?



# Laws & Regulations



**Strict:** To ensure claims are accurate and supported by scientific evidence



**Varied:** Typically less stringent, but differences from country to country



# Targeting



**Narrow:** Typically to specific HCPs with prescribing authority in a specific niche



**Broad:** To a large range of HCPs in a niche who recommend the product to both patients and HCPs

# Channel mix



**Narrow and traditional:**  
Chance to market directly to HCPs in a detail-oriented manner



**Broad:** OTC plays well on both digital and traditional channels

# Timing



**Long:** Regulatory approval processes + level of detail means a longer lead time



**Short:** Shorter campaign lifecycles, as fewer details are easier to digested and approve

# Promotions (eg. discounts)



**None:** Prescription meds are typically not promoted



**Possible:** It depends on the regulatory jurisdiction and OTC drug

# Return & Analytics



**Complex:** Prescribing behavior is a qualitative metric



**Possible:** Analysis to discern HCP sales / influence and patient initiative



Digital marketing strategies for OTC and prescription medicines share some similarities, but they have key differences that require differentiation. **Build your strategies accordingly!**







# That's a wrap!



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