



1st Edition

# Dermatologist Detailing: U.S. Opportunity Assessment

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## Regional Coverage: United States

Dermatologists are among the most trusted sources of information when it comes to helping consumers with product selection for their skin care concerns. Often, these professionals play an important role in advising and recommending products for patients to use on their face or body. One of the first ways a consumer may be introduced to a brand is through a sample received from his or her dermatologist. With so many choices available for the care of skin, the practice of detailing to physicians is regarded as an important tool for marketers and sales professionals in this competitive field. Dovetailing on our well-known reporting on professional skin care products and the physician-dispensed segment, this new report focuses on the partnership between therapeutic and dermatologist-tested brands and dermatologists.

## This Report Will Help Subscribers to:

- Understand what motivates a dermatologist to endorse a brand
- Find out the most effective detailing techniques
- Realize unmet needs among doctors and patients
- Identify the brands and product types doctors prefer to recommend
- Pinpoint the type of product literature doctors prefer to pass on to patients



## Tentative Report Contents\*

This presentation-style report will be organized as follows:

### Methodology

Our survey will be conducted with approximately 100 dermatologists in the United States who are engaged in skin care detailing programs for over-the-counter brands. All physicians must be involved in detailing programs for at least one year to qualify for our study.

### Key Findings at a Glance

This report section focuses on what doctors value most when it comes to the brands they recommend.

### The Business of Skin Care

In this report section, physicians give their opinion on the market for over-the-counter therapeutic skin care and dermatologist-recommended brands (see Table 1). This report section also examines the types of products (see Table 2) that are most often detailed to physicians.

### What Matters Most?

How important are different elements such as coupons, education materials, and samples in the dermatologist’s decision to endorse or recommend a brand? And how do these brands meet the needs of today’s consumer?

### Top Performers

This section is an overview of the brands that are cited as having the best detailing programs and the elements that contribute to the program’s performance.

### Opportunities

This section will provide subscribers with an understanding of unmet needs and future considerations.

\* Subject to charter subscriber input

**Table 1: Illustrative List of Brands Detailed to Dermatologists**

Aquaphor	Dove
Aveeno	Eucerin
CeraVe	La Roche-Posay
Cetaphil	Neutrogena
Clinique	Vaseline
Differin	

**Table 2: Types of Products Most Frequently Detailed to Dermatologists**

Body washes
Cleansers (facial and body)
Hair care
Hand and body products
Moisturizers
Sun care products





## Scope

**Dermatologist Detailing: U.S. Opportunity Assessment** will provide brand marketers, along with training and education and sales professionals, with an objective view of how dermatologists perceive skin care detailing efforts in the market today and how well these brands are meeting their needs. Our research will show what is important to these doctors as it relates to the skin care products—and education—they either recommend to their patients or give samples to take home and try.

## Key Benefits

This report will show subscribers where they can enhance their own detailing programs or initiate impactful ones. Survey results will also:

- Allow both marketers and sales teams to see which elements, such as coupons, pamphlets, and samples, are of the greatest use to the doctors.
- Empower sales teams to evaluate their own detailing programs based on the best practices cited in the survey.
- Allow subscribers to identify missing opportunities for their own detailing efforts.



## Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60 years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

## Primary Research

We Know Who to Talk to. We Know How to Listen.



This study is an Internet-based, structured survey. The estimated number of responses for this service is approximately 100 dermatologists who are engaged in detailing programs of skin care and related products. The sample size will be nationally representative. Survey length will be approximately 15 minutes.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 60 years.

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