



Fixing the Nutrition Continuation & Substitution *Drift*

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A clinic-embedded
playbook to strengthen
Brand UMI preference by
improving patient
continuation and
protecting brand choice
after recommendation

Brands
Playbook

Inditech
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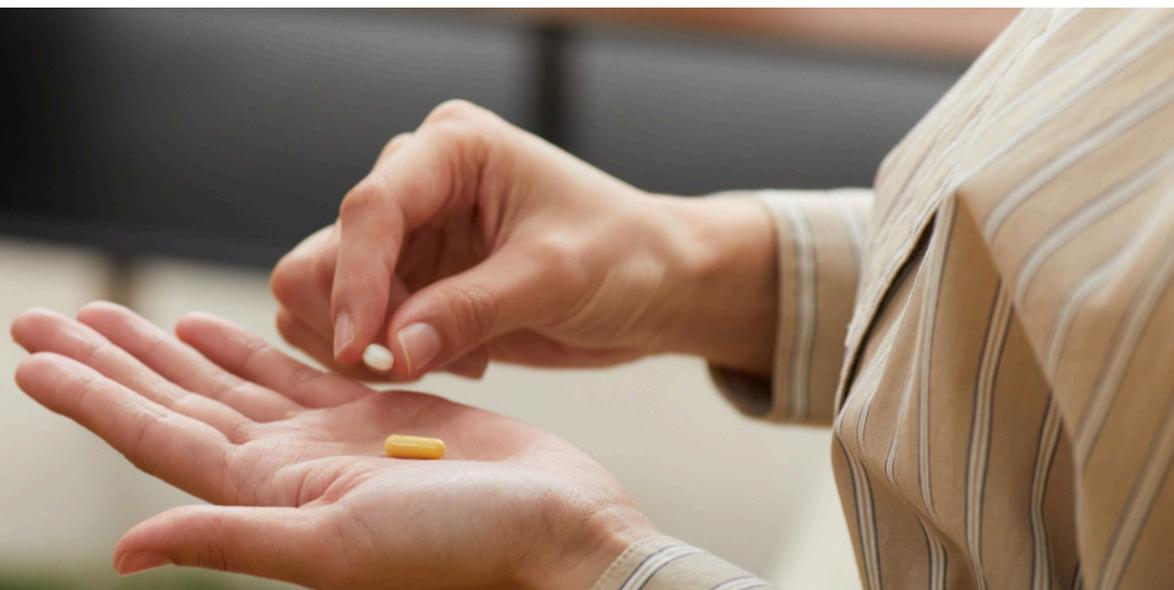
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Executive Summary

THE DRIFT DEFINITION

BRAND UMI OPERATES IN A CATEGORY WHERE AWARENESS IS ALREADY HIGH AND CLINICAL ACCEPTANCE IS WIDESPREAD. MULTIVITAMIN AND NUTRITION SUPPORT PRODUCTS ARE COMMONLY RECOMMENDED ACROSS LIFE STAGES - CHILDREN, WOMEN, ACTIVE ADULTS, AND AGEING POPULATIONS. DOCTORS ARE FAMILIAR WITH THE ROLE OF SUPPLEMENTATION, AND PATIENT DEMAND IS OFTEN PRESENT EVEN BEFORE CONSULTATION.



On the surface, this should create a favourable environment for sustained brand growth.

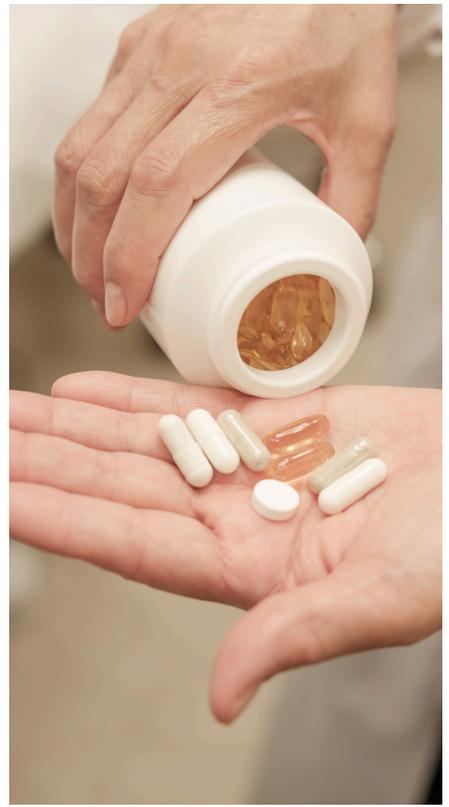
In reality, Brand UMI operates in a category where brand choice is highly unstable after recommendation.

In everyday practice, the doctor's recommendation is only the starting point. What follows is a series of behavioural drop-offs that occur outside the clinic. Patients delay starting, take supplements inconsistently, discontinue early due to lack of immediate perceived benefit, or switch to alternative products at the pharmacy.

For Brand UMI, this creates a structural vulnerability. The recommendation may be made correctly, but the brand is rarely protected or continued through the usage cycle.

As a result:

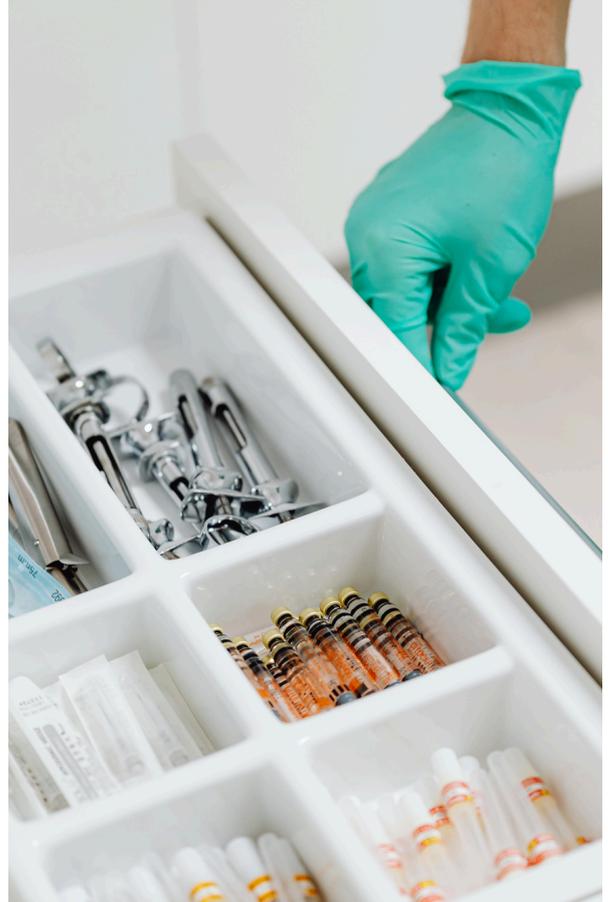
- treatment duration becomes inconsistent



- substitution becomes common
- brand recall does not translate into sustained use

At the same time, the category's perceived interchangeability reinforces this problem. When outcomes are not consistently experienced, both patients and doctors begin to view options as similar.

The commercial challenge for Brand UMI is therefore not awareness or access. It is the loss of control after the point of recommendation. The strategic question therefore becomes precise: How can Brand UMI ensure that doctor recommendations translate into consistent patient use, sustained continuation, and reduced substitution across the full nutrition cycle? This is not a visibility problem. It is a continuation and brand-protection problem, requiring a clinic workflow solution rather than additional promotion.



Market Reality

THE GUIDELINE-REALITY GAP



For Brand UMI, the logic behind nutrition support is well understood. Doctors recommend supplementation based on life-stage needs, dietary gaps, and preventive health considerations. The expectation is that patients will take supplements regularly over a defined period to derive cumulative benefits.

However, real-world behaviour diverges significantly from this intent.

After leaving the clinic:

- 1 Patients often delay initiation**
- 2 Daily use becomes inconsistent**
- 3 Continuation drops within weeks**
- 4 Pharmacy substitution alters the original recommendation**
- 5 Duration advice is rarely followed**



BRAND UMI'S
OPPORTUNITY
THEREFORE LIES IN
HELPING CLINICS
EXTEND INFLUENCE
BEYOND THE
RECOMMENDATION
MOMENT

Unlike acute therapies, nutrition support does not deliver immediate visible outcomes. As a result, patient motivation declines quickly without reinforcement. This creates a clear gap between what the doctor intends and what the patient actually executes.

For Brand UMI, this gap directly impacts brand performance. When continuation is weak and substitution is frequent, the brand is unable to build consistent usage patterns.

Over time, this reinforces the perception that all products in the category are interchangeable.

At the same time, clinics lack simple systems to reinforce continuation or protect the original recommendation after the visit. Brand UMI's opportunity therefore lies in helping clinics extend influence beyond the recommendation moment, ensuring that patient behaviour aligns with intended usage.



PROBLEM FRAMEWORK

THE BRAND PAIN

Brand UMI's growth in nutrition support is shaped by three structural pressures that occur after the recommendation.

1. Continuation drops due to low perceived urgency

Unlike acute treatments, supplements require sustained use without immediate visible results. Patients often discontinue early because benefits are gradual and expectations are unclear.

For Brand UMI, this shortens usage cycles and weakens real-world impact.

2. Brand substitution occurs at the pharmacy level

Even when doctors recommend a specific product, patients frequently switch to alternatives based on availability, price, or pharmacist influence.

This creates direct brand leakage after the prescription moment.

3. Lack of structured follow-up weakens reinforcement

Clinics typically do not have systems to track whether patients have started, continued, or stopped supplementation. Without follow-up signals, continuation remains entirely patient-dependent.

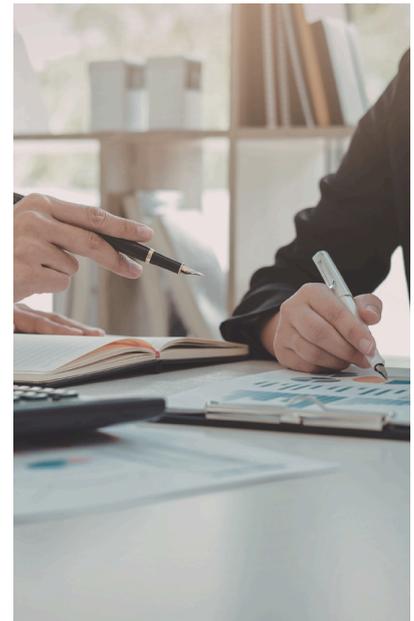
This limits the doctor's ability to reinforce behaviour and reduces consistency of outcomes.

STRATEGIC IMPLICATION

In nutrition support, brand success is not determined at the point of recommendation alone.

It is determined by:

- whether the patient starts
- whether the patient continues



- whether the brand is retained throughout use

Brands that support these behaviours can move from being optional products to trusted, repeat-use solutions within clinic practice.

THE BEHAVIOURAL MOMENT MAP



Nutrition support behaviour unfolds across three key phases.

MOMENT 1: RECOMMENDATION AND COUNSELLING

The doctor identifies a nutritional need and recommends supplementation. Guidance is provided on usage and duration.

- Brand choice occurs at this stage.

MOMENT 2: INITIATION AND DAILY USE

The patient begins supplementation and attempts to integrate it into daily routine. This phase determines whether usage becomes consistent.

- Most drop-offs occur here.

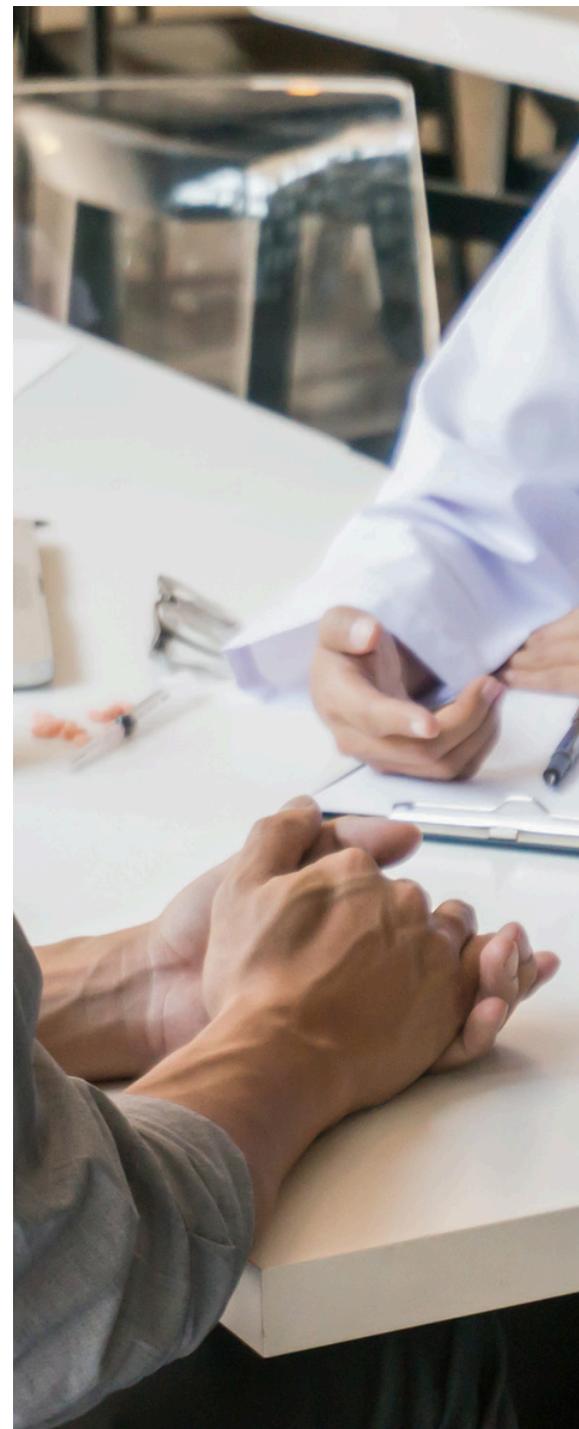
MOMENT 3: CONTINUATION AND COMPLETION

The patient continues - or discontinues - use over time. Without reinforcement, continuation declines and substitution may occur.

IMPLICATION

Brand UMI's performance depends on what happens after recommendation.

If initiation, continuation, and brand retention are not supported, the brand loses influence despite being correctly prescribed.



THE CLINIC-CENTRED SOLUTION FRAMEWORK

CLARIFY → CONTINUE → PROTECT



THE OPPORTUNITY IS TO EXTEND CLINIC INFLUENCE INTO PATIENT BEHAVIOUR BY IMPROVING UNDERSTANDING, SUPPORTING CONTINUATION, AND PROTECTING BRAND CHOICE.

CLARIFY (Life-stage nutrition understanding)

Doctors are supported with academy-led education that simplifies life-stage nutrition decisions and counselling. Patients receive clear, clinic-branded guidance explaining why supplementation is needed and what to expect.

This reduces confusion and aligns expectations.

CONTINUE (Daily use and persistence support)

Clinic-branded patient journeys reinforce daily usage, explain gradual benefits, and guide patients through routine adherence.

This helps sustain continuation over time.

PROTECT (Brand retention and substitution control)

Structured prompts and guidance reinforce the original recommendation and reduce silent switching at the pharmacy level.

This helps maintain brand continuity across the usage cycle.

STRATEGIC OUTCOME

Through this framework, Brand UMI becomes associated with:

- clearer doctor recommendations
- more consistent patient usage
- reduced substitution
- stronger continuity of care

Brand preference is built through experience and continuation, not awareness alone.



Replication Blueprint

IMPLEMENTATION MODULES

<u>Module</u>	<u>What the Brand Installs in Clinics</u>	<u>What Problem It Solves</u>	<u>What It Delivers for Brand UMI</u>
<u>Life-Stage Doctor Education</u>	Academy-certified Mini-CMEs and case-based guidance	Doctors lack structured frameworks for nutrition counselling	Strengthens clarity in brand recommendation
<u>Clinic-Branded Patient Journeys</u>	QR / WhatsApp-based life-stage nutrition guidance	Patients forget or misunderstand advice after leaving clinic	Improves initiation and understanding
<u>Continuation Support Prompts</u>	Structured Day-14, Day-30, Month-2 reinforcement	Patients stop early due to low perceived benefit	Sustains longer usage cycles
<u>Brand Retention Guidance</u>	Subtle reinforcement of prescribed product usage	Pharmacy substitution alters original recommendation	Reduces brand leakage
<u>Staff-Led Workflow Activation</u>	Simple clinic staff sharing and follow-up system	Programs fail when they require doctor effort	Enables scalable clinic integration

BRAND GROWTH EXECUTION CHECKLIST

- ✔ More patients start supplementation as advised
- ✔ Continuation improves across the recommended duration
- ✔ Brand substitution reduces after recommendation
- ✔ Doctors observe more consistent patient outcomes
- ✔ Brand UMI becomes associated with structured nutrition support



Brand Outcome

MEASUREMENT LOGIC



<u>Measurement Layer</u>	<u>What Is Tracked</u>	<u>Brand Impact</u>
<u>Clinic Activation</u>	Number of clinics running the program	Integration into routine nutrition counselling
<u>Patient Initiation</u>	Percentage starting supplementation	Improved conversion from recommendation to use
<u>Continuation Signals</u>	Day-14 / Day-30 / Month-2 engagement	Longer duration of usage
<u>Substitution Indicators</u>	Same-product continuation signals	Reduced brand leakage
<u>Prescriber Preference</u>	Repeat recommendation within clinics	Stronger brand selection stability

STRATEGIC OPPORTUNITY & CTA

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BRAND UMI OPERATES IN A CATEGORY WHERE AWARENESS IS ALREADY HIGH, BUT USAGE REMAINS INCONSISTENT AND BRAND CHOICE IS EASILY REPLACEABLE. THE OPPORTUNITY LIES IN IMPROVING WHAT HAPPENS AFTER THE RECOMMENDATION, WHERE MOST VALUE IS CURRENTLY LOST.

PATIENTS OFTEN DO NOT CONTINUE SUPPLEMENTATION LONG ENOUGH TO EXPERIENCE BENEFITS, AND BRAND SUBSTITUTION FREQUENTLY DISRUPTS INTENDED USE. WITHOUT STRUCTURED SUPPORT, CLINICS HAVE LIMITED INFLUENCE OVER THIS PHASE.



BY EMBEDDING BRAND UMI WITHIN A CLINIC-CENTRED LIFE-STAGE NUTRITION SUPPORT SYSTEM, THE BRAND CAN STRENGTHEN:

- PATIENT CONTINUATION
- BRAND RETENTION
- DOCTOR CONFIDENCE IN RECOMMENDATION

GROWTH THEREFORE DEPENDS LESS ON INCREASING VISIBILITY AND MORE ON ENSURING THAT RECOMMENDATION CONVERTS INTO SUSTAINED, BRAND-CONSISTENT USE.



Inditech Health Solutions

Brands Playbook