

Marketing Claims for Naloxone Dispensers



Prepared by Miela Efraim

Prepared for Catherine Jones, VP - Marketing

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Project Objective

The main objective of this assignment is to identify effective marketing strategies to persuade everyday people to carry Naloxone with them in case they encounter someone overdosing on opioids. This objective centers around effectively communicating to the general population about how easy Naloxone is to carry around and use, especially in light of increasing opioid overdoses.

Consumer Characteristics

A large portion of the general population is likely hesitant to keep Naloxone in-stock because of the stigma during opioid overdoses in addition to being afraid to deliver medical care. To highlight the intuitive use of Naloxone, Emergent should target its marketing claims to individuals already comfortable with delivering medical care.

- Healthcare workers and first responders already have a vested interest in public health and experience delivering medical care, making them more likely to feel confident using Naloxone, more aware of the urgency of opioid overdoses, and therefore more inclined to keep it in-stock. Pharmacists understand the roles drugs play in different situations, and can educate customers about Naloxone and its benefits and importance.
- Targeting friends and family members of opioid users will capitalize on their personal experience and emotional resonance with wanting to prevent opioid overdoses, making them more likely to understand the importance of keeping Naloxone in-stock.
- Appealing to community advocates and substance abuse disorder organizations/initiatives will target individuals already invested in harm reduction and prevention. These individuals likely have existing resources and connections to recommend Naloxone to others in their community network.
- Teachers and educators interact with hundreds of students each day and can promote the widespread availability of Naloxone on school campuses to prevent youth opioid overdoses. Additionally, targeting individuals who like to be prepared, such as parents, will effectively persuade people to keep Naloxone on hand in case of emergencies.

Marketing Table

<i>Marketing Claim</i>	<i>Human Factors Rationale</i>
Naloxone nasal spray is easy to use, and can be administered by anyone. No experience or training necessary.	The intuitive design of Naloxone reduces the cognitive load of the user, which is especially important in high-stress emergency situations. The aesthetic and minimalist design of the device requires users to only interact with the plunger.
Naloxone is user-friendly and ergonomically	The red plunger makes it very clear where the

designed to be comfortable to handle and administer.	user should press, and the shape of the white nozzle clearly indicates where to orient the device to deliver the nasal spray to someone. The small size of the device makes it comfortable to hold in one hand.
Lay, Spray, Stay: Naloxone comes with clear and simple instructions to help guide you through the 3-step process.	Clear and simple instructions minimize confusion and the cognitive load of the user. Providing step-by-step guidance to users makes it easier for them to feel comfortable and confident administering Naloxone. The clear and simple instructions (Lay the person down, Spray the Naloxone into one of their nostrils, and Stay with them to call 911) guiding users to administer the nasal spray correctly will minimize the possibility of user errors being committed.
The Naloxone packaging box comes with visual aids, to show you how to hold and use the nasal spray.	The images provided on the Naloxone packaging box clearly show users how to hold the nasal spray and where to place their fingers on the device to administer. Providing a visual aid to show users how to use the nasal spray is an example of error prevention, by preventing the possibility of slips/unconscious errors being committed by users who are not paying attention or second-guessing how they should hold the device.
Naloxone's packaging is easy to open, making the nasal spray quick to retrieve during emergencies.	Naloxone nasal spray comes in a rectangular box, with packaging that is similar to band-aids, etc. easily matching the mental model of the user and making it easy for them to recognize and understand how open the packaging box. Furthermore, packaging that prioritizes accessibility reduces barriers to use, ensuring that Naloxone nasal spray is readily available when needed and can be quickly removed from the packaging box.
Deliver fast relief: use Naloxone with single-step activation.	Naloxone nasal spray offers single-step activation, requiring only one step/ a single action for users to operate and administer the nasal spray to someone. This single-step activation serves to reduce the cognitive load of the user, as there is no set-up required or

	multiple steps required for the user to remember and follow.
Immediate results: once you press the plunger, the nasal spray has been delivered.	The design of the Naloxone nasal spray provides visibility of system status to the user. Since the user must press down on the plunger to administer the nasal spray, the red part of the plunger is now less visible since most of it has been pushed through the U-shaped bar. The change in position of the plunger clearly indicates to the user that the nasal spray was delivered, reducing confusion.

References

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