FIXING THE PEDIATRIC PPI TREATMENT CHOICE DRIFT

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TREATMENT CHOICE DRIFT

Inditech Health Solutions

A brand-led playbook to restore Brand UMI as the consciously selected PPI in 5–17-year GERD care

TABLE OF CONTENTS

THE DRIFT DEFINITION

EXECUTIVE SUMMARY

Brand UMI operates in the pediatric PPI category, specifically for children aged 5–17 years who present with symptoms suggestive of GERD and require a short, structured PPI trial.

Pediatric consensus supports:

- avoiding empirical PPIs in infants,
- using a 2–4 week PPI trial in older children without alarm signs, and
- reviewing response before continuation or escalation.

Brand UMI's molecule - pantoprazole - is approved and appropriate within this 5–17-year window. Yet in daily practice, Brand UMI is not the reflex choice.

When a pediatrician decides to initiate a PPI trial, the treatment decision is made quickly. Brand selection often defaults to habit - reinforced by broader pediatric age optics and long-standing familiarity of an alternative brand.

This creates a specific and narrow commercial problem:

- The category is growing.
- PPI trials are common in older children.
- But Brand UMI is not the instinctive first pick.

The molecule remains accepted, yet unprioritised at the moment of empiric PPI selection.

Compounding this, pediatricians are increasingly cautious about PPI overuse. Without a clear, structured pathway that aligns with guidelines and reduces follow-up burden, switching defaults feels safer than reconsidering options.

For Brand UMI, the pain is therefore two-fold:

1. Default displacement at initiation - losing at the exact moment the PPI trial is chosen.
2. Execution variability - inconsistent adherence and follow-up reduce confidence, encouraging premature switching.

The solution cannot be promotional. Promotion works within limited attention and influences recall, not prescribing behaviour. This is not a visibility gap but an integration gap. Brand UMI must be embedded within a structured, guideline-aligned 4-week PPI trial workflow for 5–17-year-olds. Louder visibility will not change hierarchy; treatment choice is decided at the point of first PPI selection, shaped by habit and clinic workflow.

THE GUIDELINE–REALITY GAP

Market Reality

For Brand UMI, the scientific framework presents no structural limitation. Pantoprazole is approved for children 5 years and older. Pediatric consensus supports a defined, time-bound PPI trial in older children without alarm signs. Empiric use in infants is discouraged - a distinction that reinforces responsible positioning.

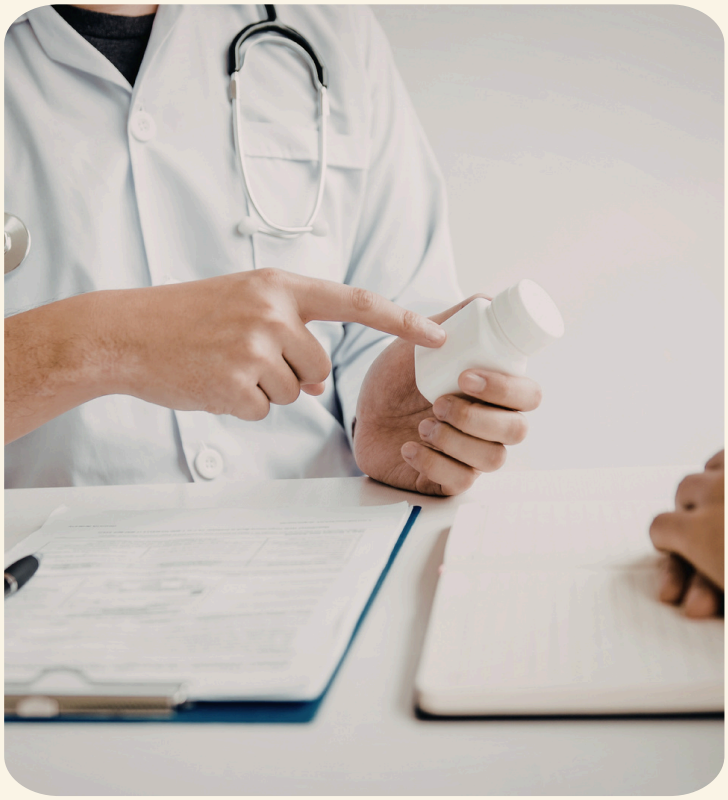
The gap lies in how guidelines translate into daily clinic behaviour.

In routine practice:

- PPI trials are initiated without structured follow-up discipline.
- Parent adherence varies.
- Early non-response leads to premature switching.
- Age approval optics influence default choice.
- Counseling burden discourages structured 4-week pathways.

Guidelines define who should receive a trial, but they do not determine which PPI is selected or how the trial is operationalised in practice. As a result, Brand UMI is not displaced by science; it is displaced by habit, perceived breadth, and workflow convenience. Unless pantoprazole is embedded within a clear, practice-first decision pathway-aligned with consensus and reinforced through structured follow-up, it will remain clinically appropriate yet hierarchically secondary.

The gap is not scientific. It is behavioural and operational, centred on how pediatricians initiate, monitor, and complete the 2–4-week trial.



THE BRAND PAIN
PROBLEM FRAMEWORK

Treatment-choice drift creates three reinforcing commercial constraints for Brand UMI.

1. Default dominance suppresses conscious evaluation

When one PPI occupies the habitual slot, alternatives are not compared - they are skipped. Brand UMI is excluded upstream, before differentiation begins.

2. Guideline anxiety creates defensive prescribing

Pediatricians are increasingly cautious about PPI overuse, particularly in infants. Without a clearly structured pathway, treatment decisions lean toward what feels familiar and less scrutinised.

Brand UMI's opportunity lies in structured discipline - but absent that, caution reinforces the existing default.

3. Adherence variability weakens confidence

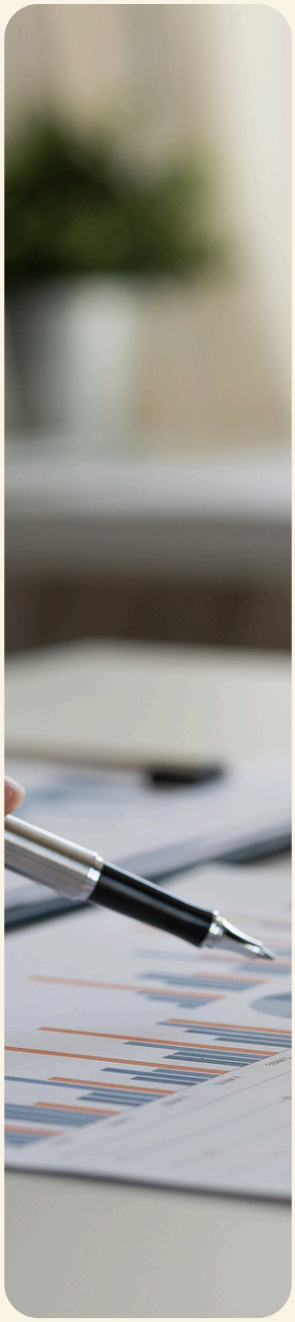
Even when pantoprazole is chosen, outcomes depend on:

- correct timing,
- dose consistency,
- diet compliance,
- continuation for the full trial,
- appropriate review at Week 4.

Without a mechanism to verify and track this journey, partial response is misattributed to molecule performance rather than execution gaps - encouraging switching and reinforcing default drift.

Strategic Implication

Brand UMI must move beyond clinical acceptability to become the guideline-aligned execution standard for the pediatric 4-week PPI trial - securing first-line selection and sustainable brand growth.



The Behavioural MOMENT MAP

The Inflection Point

Treatment choice in pediatric GERD follows a clinical sequence. Brand UMI can influence only one decisive step within it.

Moment 1: Interpreting the Child's Symptoms

The consultation begins with symptom assessment - distinguishing benign reflux from GERD, and identifying any alarm features that warrant investigation. Uncertainty is highest at this stage, and the focus is diagnostic clarity, not brand selection. No PPI is chosen yet.

Moment 2: Initiating the PPI Trial (The Decisive Moment)

Once the pediatrician decides that a short PPI trial is appropriate in a 5–17-year-old child, the category decision is complete.

Now three things are determined:

- Whether to initiate therapy.
- Which PPI molecule to prescribe.
- How structured and disciplined the 2–4 week trial will be.

This is the moment where treatment hierarchy becomes real. The brand chosen here becomes:

- The reference point for improvement.
- The molecule associated with response or non-response.
- The anchor for parent expectations.

The selected brand becomes the reference for response, anchors parent expectations, and defines success or failure. If Brand UMI is not chosen here, it does not enter the pathway at all. This is the commercially decisive moment.

Moment 3: Monitoring Response and Deciding Next Steps

Two to four weeks later, response is assessed - evaluating improvement, adherence, lifestyle factors, and the need for continuation, step-down, switching, or investigation. By this stage, the initial brand choice has already shaped adherence, parental perception, and clinician confidence. Any switching is reactive; the primary positioning decision was made at initiation.

STRATEGIC IMPLICATION

Brand UMI cannot influence outcomes at late reassessment. Its relevance must be established at initiation - and sustained through structured follow-through. If not embedded at the point of empiric PPI selection and reinforced across the 4-week trial, prescribing defaults to habit and later recovery becomes unlikely.

The mandate is clear: embed Brand UMI at initiation and support disciplined trial execution.

The clinic–centred solution framework

TEACH → VERIFY → TRACK

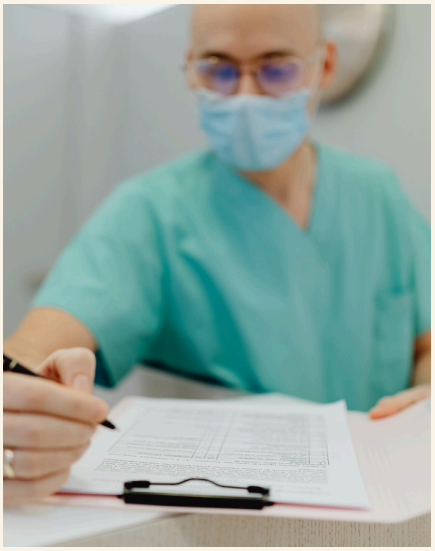
The objective is not promotional differentiation. It is to operationalise the 4-week PPI trial in a way that aligns with guidelines and improves real-world execution.

TEACH
(Guideline-aligned discipline)

Academy-endorsed education establishes:

- appropriate age selection (5–17 years),
- when empirical PPI trials are justified,
- alarm signs and referral criteria,
- structured 2–4 week evaluation.

Brand UMI is embedded within contemporary pediatric GERD logic through strong alignment with clinical consensus.



VERIFY
(Parent understanding)

A clinic-branded "Pediatric Acid Care Link" ensures parents understand:

- dosing timing,
- diet triggers,
- red flags,
- importance of completing the full trial.

Thus supporting appropriate continuation and accurate response interpretation.

TRACK
(4-week pathway completion)

Structured Day 3 / 7 / 14 / Week 4 check-ins:

- monitor adherence,
- flag red signals,
- prompt review when needed.

Brand UMI becomes associated with structured follow-through rather than ad-hoc prescribing.

STRATEGIC OUTCOME

Brand UMI positions pantoprazole as the PPI aligned with appropriate age coverage, structured trial discipline, stewardship-sensitive use, and workflow-supported adherence - strengthening treatment choice through operational alignment.

IMPLEMENTATION MODULES
REPLICATION BLUEPRINT

Module	What is implemented	How it functions in clinic	Brand UMI Impact (Treatment Choice)
Academy-Certified Mini-CME Series	6 structured GERD modules	Clarifies 5–17y positioning & 2–4 week trial logic	Re-anchors pantoprazole within guideline discipline
Case Publication Series	6 pediatric GERD case sets	Demonstrates structured trial execution	Normalises pantoprazole selection in defined cases
Clinic-Branded Care Link	Multilingual parent microsite	Education + 4-week tracker	Reduces premature switching and outcome misattribution
4-Week Tracker Tool	Day 3 / 7 / 14 / Week 4 check-ins	Flags non-response & adherence gaps	Strengthens confidence in trial completion
Minimal Field Enablement	30-second activation + QR poster	Installed once, used repeatedly	Shifts brand through workflow, not promotion

TREATMENT CHOICE EXECUTION CHECKLIST –

- ☑ Establish Brand UMI as a guideline-backed first-line PPI for children aged 5–17 years
- ☑ Intercept default prescribing at the moment of empiric PPI initiation
- ☑ Strengthen clinician confidence in choosing Brand UMI without expanding overuse risk
- ☑ Improve 4-week trial execution to reduce premature switching
- ☑ Expand Brand UMI's active prescriber base within the pediatric cohort
- ☑ Safeguard long-term brand equity by avoiding infant-use and over-prescription narratives

BRAND OUTCOME

MEASUREMENT LOGIC

Treatment-choice correction must be inferred through structural signals.

Measurement Layer	What is Tracked	What it Indicates for Brand UMI
CME Participation	Doctors completing modules	Engagement with structured GERD logic
Case Publication Uptake	Repeated access and sharing	Reinforcement of pantoprazole positioning
Care Link Activation	Clinics live with tracker	Workflow integration
Tracker Completion Rate	Day 3–Week 4 adherence	Trial execution discipline
Prescriber Base Growth	Increase in unique writers	Treatment choice reconsideration
Brand-of-Use Proxy	Rx share within 5–17 GERD cases	Shift at empiric selection

STRATEGIC OPPORTUNITY & CTA

Brand UMI does not need to compete on breadth of pediatric age optics. It needs to compete on discipline of execution within the 5–17-year trial framework.

By embedding pantoprazole within a guideline-aligned, structured 4-week pathway supported by Teach–Verify–Track logic, Brand UMI can transition from secondary option to consciously selected first-line PPI in older children.

The path forward is not aggressive differentiation.

It is restoring Brand UMI's position at the empiric PPI decision moment - supported by operational follow-through.

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