

healthy results for your brand

Proven results from Healthy Advice Networks, the leader in high-impact patient education and communication at the point-of-care

INCREASE NRx, MARKET SHARE

3rd to Market Brand in a Blockbuster Category Seeks Immediate Impact

Executive Summary

Top 10 global pharmaceutical company sought increased NRx and market share. Product's primary challenges were two bigger competitors and the reluctance of patients to discuss the condition with their physicians.

Primary Objectives

- Differentiate product benefits from competitors, especially the category leader
- Increase share in category
- Educate patients on treatment options for disease state

Critical Challenges

- Two bigger, established competitors with large media budgets and aggressive DTC plans
- Late entry to market made it difficult to shift established brand momentum
- Patients are uncomfortable discussing condition with physicians
- Unclear product differentiation among patients and physicians

Healthy Advice Solutions

- Promoted product on the Primary Care Network, a digital technology network broadcasting nationally to patients in 11,725 primary care physicians' waiting rooms
- Education on disease state empowered patients to seek information on sensitive condition
- 60-second branded ad included in educational loop

Documented Results

- Over three months, client saw a reported **13.4% increase in NRx** from physicians with the program in their offices vs. those without
- Grew category by **6%***
- Grew market share by **9.67%*** (Feb-May), outperforming category by **61%***

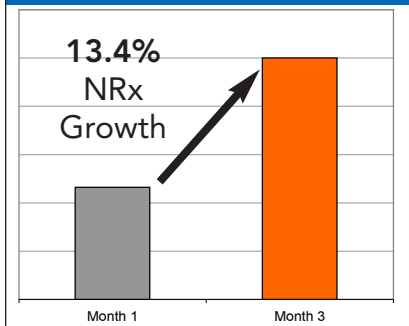
Postscript

- Doubled length of sponsorship in network due to exemplary results.

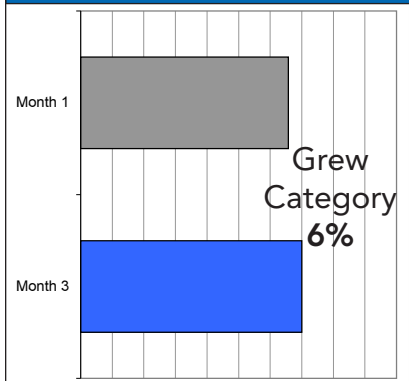
* Source: Independent study by NDCHealth® Study in collaboration with client, September 2005



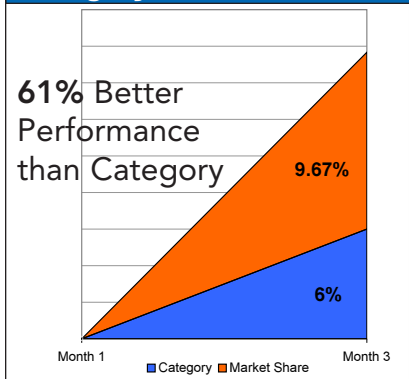
Client NRx Growth



Category Growth



Market Share Growth vs. Category Growth



To learn how Healthy Advice Networks can drive measurable NRx lift, contact Deborah Schnell: 1-800-288-8053 or ETPinfo@HealthyAdviceNetworks.com

