

Driving conversion for a line extension brand

EXECUTIVE SUMMARY

The #1 brand in the category lost patent protection and saw its market share drop dramatically. The newer, controlled-release version's sales were flat. The brand had three primary objectives: to switch users of the established brand to the new formulation and to create new brand loyalists; to establish the unique advantages of the newer formulation; and to drive increased utilization and opportunity by reinforcing awareness of the category.

DOCUMENTED RESULTS

Brand participated in *Healthy Advice* Waiting Room patient-education program and achieved these results:

- Increased incremental NRx growth 6.09%*
- Consistently increased performance over time, increasing from 4.1% growth in Months 1–3 to 10.7% growth in Months 10–12*
- ROI of 3.3 to 1

■ Critical Challenges

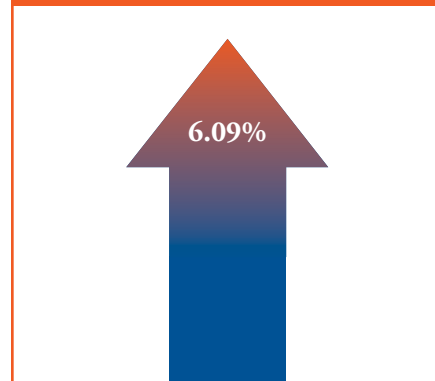
- As the market leader owning approximately 80% of the market share, loyalty was successfully built for the older brand and users were not switching to the new formulation
- New formulation had to be effectively distanced from the generic version of the older brand, as well as from others in its class and OTC brands
- Misconceptions about the category had to be overcome

■ *Healthy Advice* Solutions

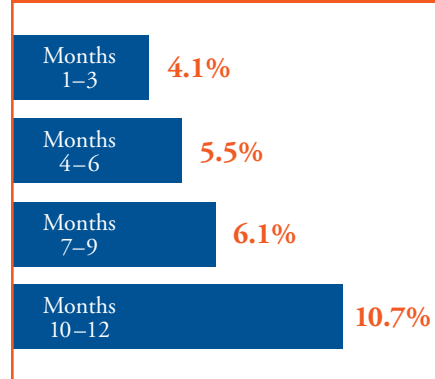
- Brand's message delivered in the waiting rooms of 11,725 high-traffic primary care physicians for one year—encouraged dialogue with physicians at the point-of-prescribing
- Disease-state educational program discussed co-morbidities and drove understanding of associated risks unless properly treated
- High value 7-day starter package featured on screen and in brand's brochure to encourage trial and to drive brand adoption; reinforced brand message beyond office visit

Sponsorship in *Healthy Advice*'s Waiting Room Network delivered these superior results:

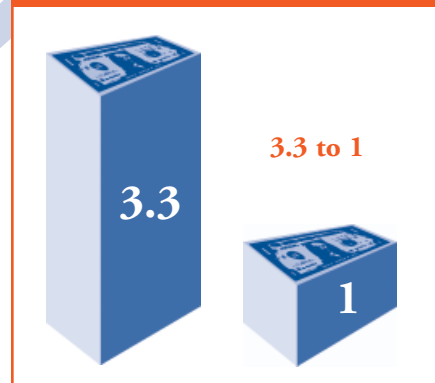
EXCEPTIONAL NRX GROWTH



PERFORMANCE GROWTH



SUBSTANTIAL ROI



*Source: Wolters Kluwer Health Pharma Solutions Business Unit; Aug 2006 – Aug 2007 Pre/Post Test/Control Measurement; 9,020 matched physicians

*Delivering results and building relationships
through patient education at the point-of-prescribing*

healthyadvice®