

Cardiology brand drives incremental growth in new prescriptions (NRx) and refills (RRx)

EXECUTIVE SUMMARY

Mature brand nearing patent expiration in highly competitive cardiology category sought to drive late-stage lifecycle management by primarily focusing on improving compliance. The brand had three primary objectives: to increase prescriptions for both new and existing patients; to educate patients about understanding, treating and living with the disease; and to provide better health outcomes for patients by increasing compliance.

DOCUMENTED RESULTS

- Incremental increase of 4.78% in NRx¹
- Performance consistently increased over time, building from 1.4% NRx growth in Quarter 1 to 5.4% NRx growth in Quarter 5¹
- ROI of 2.15 to 1
- Incremental increase of 3.82% in RRx (refilled prescriptions)²

■ Critical Challenges

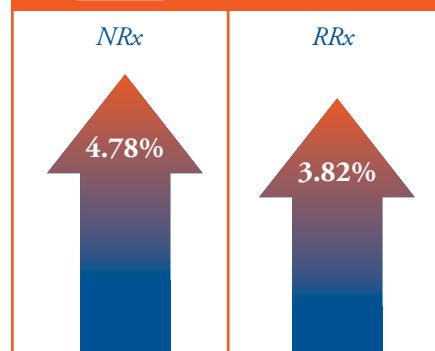
- Brand is for an asymptomatic (cardiovascular) disease state and patients were often not compliant
- Brand was in a highly competitive and crowded category and had to differentiate itself to drive incremental growth
- It was imperative to reach a critical mass of patients

■ *Healthy Advice* Solutions

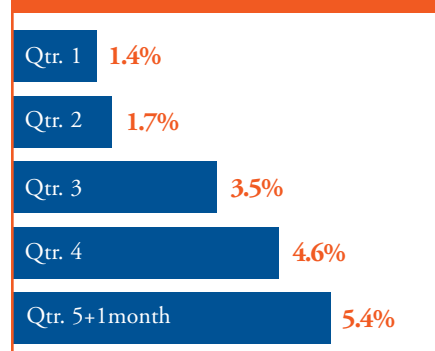
- Educational brochure content was enhanced to address both new and existing patients; a special section on compliance was added, based on physician feedback
- An easy-to-use tear-out card was inserted for patients to track their cardiovascular metrics over time
- Brand messages reached 11,350 physicians and impacted 65 million patient and caregiver visits

Sponsorship in *Healthy Advice's* Exam Room Program delivered these superior results:

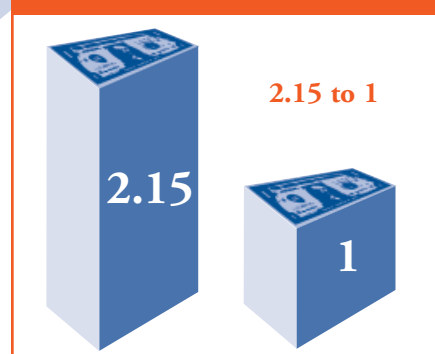
INCREMENTAL INCREASES IN BOTH NRx AND RRx



PERFORMANCE GROWTH INCREASED OVER TIME



STRONG ROI FOR A MATURE BRAND



¹Source: Wolters Kluwer Health Pharma Solutions Business Unit, April 2007 – July 2008, Pre/Post Test/Control Measurement, 7,075 matched physicians

²Source: Wolters Kluwer Health Pharma Solutions Business Unit, April 2007 – July 2008, Pre/Post Test/Control Measurement, 7,156 matched physicians

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

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