

Increased access and awareness drives unparalleled results for biotech company

EXECUTIVE SUMMARY

Penetration and access to OB/GYN offices was critical to a biotech's success. Targeting expectant mothers, the company sought to increase enrollment for its newly launched service. The brand had three primary objectives: to drive inquiries to a toll-free number; to increase enrollment; and to lock out competition.

DOCUMENTED RESULTS

Six-month timeline with a measurement/analysis system executed by the client saw these results:

- Call volume from WHN-promoted offices was 22% higher than those without WHN
- Calls produced a 40% higher ROI than client's other DTC marketing campaign (print ads)
- 60% increase in actual enrollment

■ Critical Challenges

- Low awareness of category among patients and physicians; misperceptions led to controversy
- Limited access to physicians
- Limited budget/resources

■ *Healthy Advice* Solutions

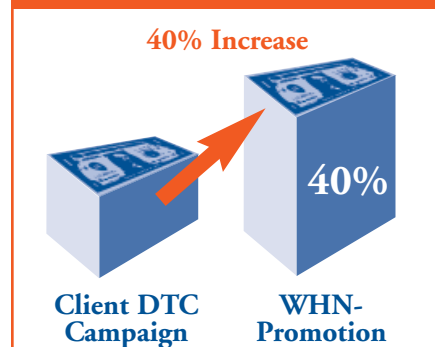
- Client delivered information on the *Healthy Advice* Women's Health Network (WHN), broadcasting nationally to patients in 1600 OB/GYN offices. The segment featured a direct-to-patient call-to-action and promotion of the service and toll-free number
- Patient brochure distribution was promoted on screens and was available for patients in literature display

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

STRONG GROWTH IN CALL VOLUME



DRAMATIC INCREASE IN ROI AS COMPARED TO DTC



PROGRAM ENROLLMENT GROWS SUBSTANTIALLY



*Source: Client documented data, July 2005

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

healthyadvice®