

Driving dramatic increases in conversions 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* Exam Room patient-education program and achieved these results:

- Increased incremental NRx growth 7.83%*
- Consistently increased performance over time, increasing from 3.95% incremental growth in first year in program to 7.83% in second year in program
- ROI of 5.8 to 1

■ Critical Challenges

- As the market leader owning approximately 80% of the market share, loyalty was successfully built for older brand and users were not switching to 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

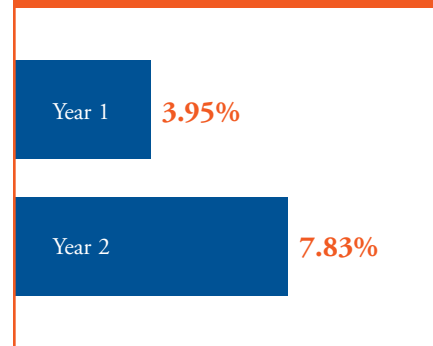
- Brand's message delivered in 35,235 exam rooms of primary care physicians—encouraged dialogue with physicians at point-of-prescribing
- Category-exclusive display ad highlighted the benefit of new-formulation's controlled-release mechanism of action to drive faster-acting onset and longer-lasting results
- Free 7-day starter packet encouraged trial to drive brand adoption; reinforced brand message beyond office visit

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

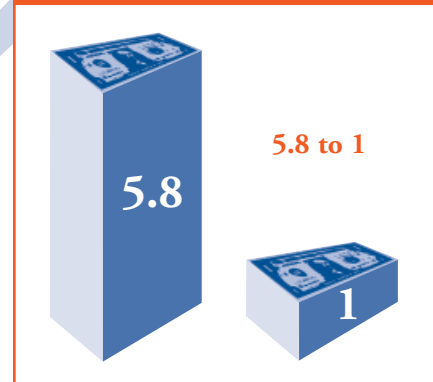
EXCEPTIONAL NRX GROWTH



YEAR-OVER-YEAR INCREASE IN NRX GROWTH



SUBSTANTIAL ROI



*Source: *Wolters Kluwer Health, Test vs. Control measurement, HAN test, March 2006–August 2007*

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

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