

Driving forecast-altering impact 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 both *Healthy Advice* Primary Care Programs, the Exam Room Program and the Waiting Room Network, and achieved these results:

- Increased brand's incremental NRx Growth by 7.83%¹ in the exam room program and 6.09%² in the digital screens waiting room program
- Consistently increased performance in both programs year-over-year
- Combined ROI of 4.73 to 1

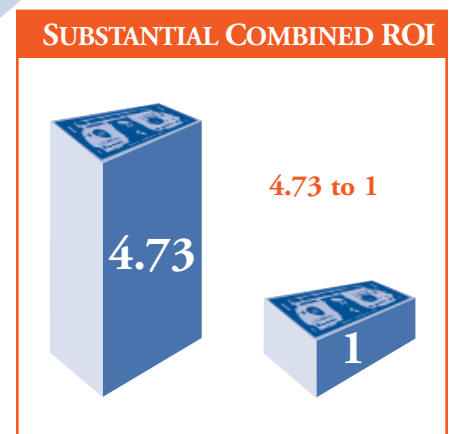
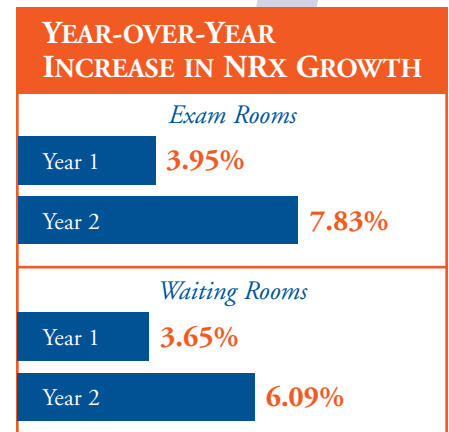
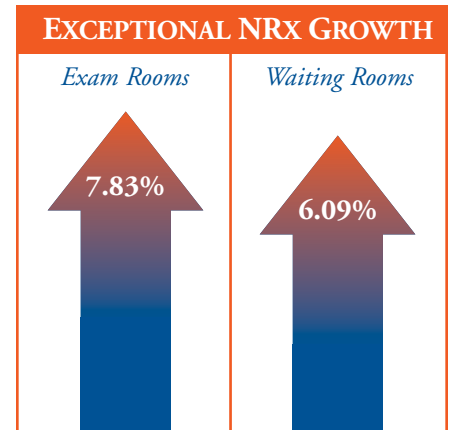
■ Critical Challenges

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

- By combining the two *Healthy Advice* primary care programs, client reached 20% of the total US prescribing volume and delivered forecast-altering impact. Brand's message was delivered digitally in 11,725 high traffic primary care physicians' waiting rooms and in 35,235 exam rooms of different primary care physicians.
- Brand leveraged unique capabilities of each program to strengthen message and encourage patient/physician dialogue. The educational program in the waiting room discussed co-morbidities and drove understanding of associated risks unless properly treated; the exam room program highlighted the new-formulation's ability to drive faster-acting onset and longer-lasting results
- High value 7-day starter package in both programs encouraged trial and drove brand adoption; reinforced brand message beyond office visit

Sponsorship in BOTH *Healthy Advice* primary care programs delivered these superior results:



¹Source: Wolters Kluwer Health, Test vs. Control measurement, HAN test, March 2006–August 2007

²Source: Wolters Kluwer Health Pharma Solutions Business Unit; Aug 2006–Aug 2007 Pre/Post Test/Control Measurement; 9,020 matched physicians

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