



Patients spend an average of **26 minutes⁵** in the exam room

Reach patients and caregivers where treatment decisions are made—in the privacy of their physician's exam room.

Give them the information they are looking for to impact one-on-one discussions about your brand with their doctor.

EXAM ROOM

- **Interactive patient-education brochures with ad featuring your brand message.** Q&As and visit checklists promote patient/physician dialogue and compliance
- **Anatomicals used by physicians to educate and interact with patients**
- **Display ads feature your brand message impacting patients and physicians**

Actual unit size:
23" w x 32" h



PLUS

- + **MOBILE**
 - Your brand message extended via QR codes alongside patient education
- + **WAITING ROOM**
 - Your brand presence expanded to primary care waiting rooms in HealthyAdvice® Magazine
- + **ONLINE**
 - On our consumer website, HealthyAdvice.com

PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁶:

- IBS +12.15%
- Ulcerative Colitis +14.21%
- Crohn's Disease +11.54%

Category-Exclusivity In Gastroenterology Practices

2012 Reach

- 3,300 gastroenterologists¹
- 20.8 million annual patient and caregiver visits²
- Only point-of-care program invited into the physician's exam room

Strong Measurable Results

- Average NRx lift of +14.54%³
- Only in-office program that measures script lift by total unduplicated physicians
- Independent, third-party research validates program's effectiveness

Physicians Value and Patients Learn

- 96% of physicians/staff felt the quality of the brochure information was either exceptional or very good⁴
- 85% of patients felt the brochure(s) helped them learn something that they might not have found out otherwise⁵
- 95% of patients found the brochure(s) easy to understand and follow⁵

For more information, please visit HealthyAdviceNetworks.com.

¹ Healthy Advice Networks Average Weighted Physicians 12 months Oct 2011 - Nov 2012 • ² Healthy Advice Networks Average Weighted Physicians Oct 2011 - Nov 2012; AMA Physician Socioeconomic Statistics, 2003 Edition, Gastroenterology Specialty; Gastroenterology Network Nationwide Consumer Web, 2008; Visits per NP/PA to Other IM Subspecialties, American Academy of Physician Assistants, 2008 AAPA Annual Conference Survey • ³ 2004 - 2010 Wolters Kluwer Health Pharma Solutions Business Unit Pre/Post test/Control Measurements. • ⁴ 2008 Nationwide Gastroenterology Network Satisfaction survey of 138 physicians and office staff with Gastroenterology Network program • ⁵ 2008 Nationwide Gastroenterology Network Study of 295 patients whose physicians had Gastroenterology Network • ⁶ Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2004-2010



2004 - 2010 Summary Test vs. Control Results

Cumulative Results for Duration of Time in Program

average adjusted NRx /doc /mo

CATEGORY	CONTROL	TEST	DIFF	PCT CHG
Chronic Constipation	0.860	1.150	0.290	33.72% (S)
Ulcerative Colitis Brand 2	0.788	0.900	0.112	14.21% (S)
IBS	2.735	3.067	0.332	12.15% (S)
Crohn's Disease	0.104	0.116	0.012	11.54%
GERD/PPI Brand	7.214	7.892	0.678	9.40% (S)
Ulcerative Colitis Brand 1	0.640	0.680	0.040	6.19% (s)

Average Lift: 14.54%



* Wolters Kluwer Health Pharma Solutions Business Unit,
Measurements conducted 2004 - 2010

(S) Significant at >99%

(s) Significant at 90%