



Patients spend an average of **29 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



+ ONLINE

- On our consumer website, **HealthyAdvice.com**



PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁶:

- GERD/PPI +24.78%
- ADHD +10.57%
- Asthma/Allergy +17.43%

Category-Exclusivity In Pediatric Practices

2012 Reach

- 6,500 pediatricians¹
- 47 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 +15.58%³
- Only in-office program that measures script lift by total unduplicated physicians
- Only in-office program that allows OTC and consumer brands to measure actual purchase
- Independent, third-party research validates program's effectiveness

Physicians Value and Patients Learn

- 97% of physicians/staff felt overall satisfaction with the *Healthy Advice* program and rated it either exceptional or very good⁴
- 96% of physicians/staff felt the quality of the brochure information was either exceptional or very good⁴
- 96% of parents found the *Healthy Advice* brochures easy-to-understand and follow⁵

For more information, please visit **HealthyAdviceNetworks.com**.

¹ Healthy Advice Networks Average Weighted Physicians 12 months Nov 2011 – Oct 2012 • ² Healthy Advice Networks Average Weighted Physicians Nov 2011 – Oct 2012; AMA Physician Socioeconomic Statistics, 2003 Edition, Pediatrics Specialty; Visits per NP/PA to Pediatricians, 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 HAC Satisfaction survey of 342 physicians/staff and office staff with Pediatrics Network program • ⁵ 2009 Nationwide Pediatrics Network Study of 2,865 patients whose pediatricians had Pediatrics 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 |
|----------------|---------|-------|-------|------------|
| ADHD, Brand #3 | 0.328 | 0.438 | 0.110 | 33.54% (s) |
| GERD/PPI | 0.876 | 1.093 | 0.217 | 24.78% (S) |
| Asthma/Allergy | 4.677 | 5.492 | 0.815 | 17.43% (S) |
| ADHD, Brand #1 | 5.546 | 6.133 | 0.586 | 10.57% (S) |
| Eczema | 1.008 | 1.059 | 0.050 | 5.01% |
| ADHD, Brand #2 | 4.892 | 4.998 | 0.106 | 2.17% (s) |

Average Lift: 15.58%



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

(S) Significant at >99%
 (s) Significant at 90%
 (d) Directional at 80%