



Patients spend an average of **32 minutes<sup>5</sup>** 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 the physician's waiting room in Healthy Advice® Magazine
- + **ONLINE**
  - On our consumer website, **HealthyAdvice.com**



**PROVEN RESULTS**

Representative NRx increases as measured independently by Wolters Kluwer Health<sup>6</sup>:

- Sleep Aid +9.03%
- Asthma/Allergy +12.14%
- Cardiovascular +17.69%
- GERD +26.67%

**2012 Reach**

- 21,200 primary care physicians (annual weighted average)<sup>1</sup>
- 181.5 million annual patient and caregiver visits<sup>2</sup>
- Only point-of-care program invited into the physician's exam room

**Strong Measurable Results**

- Average NRx lift of +13.59%<sup>3</sup>
- 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**

- 94% of physicians surveyed said the quality of the brochure information is exceptional/very good<sup>4</sup>
- 85% of patients said the brochure they read answered a lot of their questions about the condition<sup>5</sup>
- 93% of patients said the brochures were easy to follow and understand<sup>5</sup>

**Category-Exclusivity**  
In Primary Care Practices

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

<sup>1</sup> Healthy Advice Networks Average Weighted Physicians 12 months Oct 2011 - Sep 2012 • <sup>2</sup> Healthy Advice Networks Average Weighted Physicians Oct 2011 - Sep 2012; AMA Physician Socioeconomic Statistics, 2003 Edition, Avg. of GP/FP & IM; Primary Care Network Nationwide Consumer Web, 2008; Visits per NP/PA to GP/FP & IM, American Academy of Physician Assistants, 2008 AAPA Annual Conference Survey • <sup>3</sup> 2008 - 2010 Wolters Kluwer Health Pharma Solutions Business Unit Pre/Post test/ Control Measurements • <sup>4</sup> 2008 Nationwide Primary Care Network Satisfaction survey of 1,226 physicians and office staff with Primary Care Network program • <sup>5</sup> 2008 Nationwide Primary Care Network Study of 799 patients whose physicians had Primary Care Network • <sup>6</sup> Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2008-2010  
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### 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	0.106	0.146	0.040	37.74% (S)
OAB	0.183	0.237	0.054	29.51% (S)
GERD/PPI, Brand 2	0.225	0.285	0.060	26.67% (S)
Heart - Antiplatelet	2.148	2.528	0.380	17.69% (S)
Migraine	0.515	0.594	0.079	15.34% (S)
Asthma/Allergy	2.520	2.826	0.306	12.14% (S)
Excessive Sleepiness	0.197	0.219	0.022	11.17% (S)
GERD/PPI, Brand 1	2.462	2.735	0.273	11.09% (S)
Sleep Aid	2.945	3.211	0.266	9.03% (S)
Insulin	1.535	1.655	0.120	7.82% (S)
Cholesterol, Brand 1	1.239	1.314	0.075	6.05% (S)
Cholesterol, Brand 2	0.960	1.009	0.049	5.10% (S)
Diabetes	1.962	2.061	0.099	5.05% (S)
Blood Pressure	1.835	1.923	0.088	4.80% (S)
Asthma	2.726	2.851	0.125	4.59% (S)

**Average Lift: 13.59%**



\* Wolters Kluwer Health Pharma Solutions Business Unit,  
 Most recent measurement of all participants in HAF from 2008 - 2010

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