



Patients spend an average of **28 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 Healthy Advice[®] Magazine
- + **ONLINE**
 - On our consumer website, HealthyAdvice.com

PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁶:

- Overactive Bladder +23.49%
- BPH +4.27%
- Interstitial Cystitis +6.86%

Category-Exclusivity
In Urology Practices

2012 Reach

- 1,000 urologists¹
- 7.1 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 +11.54%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

- 95% of physicians/staff found the quality of the brochure information to be exceptional or very good⁴
- 98% of physicians/staff thought the variety of brochure topics to be either exceptional or very good⁴
- 95% of physicians/staff felt overall satisfaction with the Healthy Advice program was exceptional or very good⁴

For more information, please visit HealthyAdviceNetworks.com.



2006 - 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
OAB	2.192	2.707	0.515	23.49% (S)
Interstitial Cystitis	0.714	0.763	0.049	6.86% (s)
BPH	2.901	3.025	0.124	4.27% (d)

Average Lift: 11.54%



* Wolters Kluwer Health Pharma Solutions Business Unit, Measurements conducted 2006 - 2010

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