



Delivering  
**strong ROI** for  
your brand,  
plus...

**Reach patients and caregivers where healthcare decisions are made—in their physician's office.**

Customize your brand message down to the location level.

### WAITING ROOM

- Your brand message is part of a 30-minute continuous patient-education loop covering disease-state management and healthy lifestyle, as well as personalized messages from the physician's practice
- Customize your message to individual offices
  - > Segment markets by demographics, practice profile and seasonality
  - > Geographic formulary status; rebates
- Your branded brochures and/or coupons allow patients to learn more



27"- 32"  
Flat Screen



Actual unit size:  
23"w x 27.5"h

### PLUS



- + **PRINT**
  - Reinforce your brand in Healthy Advice® Magazine
- + **MOBILE**
  - Extend patient interaction via mobile devices. QR codes can be used in your brochure (promoted on screen) and in your magazine ad



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

**Category-Exclusivity**  
In Cardiology  
Practices

### 2012 Reach

- 1,300 high-writing cardiologists<sup>1</sup>
- 10.6 million annual patient and caregiver visits<sup>2</sup>
- Largest digital footprint in the United States

### Strong Measurable Results

- Average NRx lift of +8.28%<sup>3</sup>
- Only in-office program that measures script lift by total unduplicated doctors
- Independent, third-party research validates program's effectiveness

### Physicians Value and Patients Learn

- 94% of physicians/staff and 98% of office staff feel the program is a valuable patient-education resource for their practice<sup>4</sup>
- 93% of patients said the information was presented in a way that helped them gain a better understanding of the topics<sup>5</sup>
- 90% of patients felt the information was something they could use to learn more about their health<sup>5</sup>

### PROVEN RESULTS

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

- ARB +6.35%
- Beta Blocker +7.46%
- Cholesterol +15.00%

For more information, please visit [HealthyAdviceNetworks.com](http://HealthyAdviceNetworks.com).

<sup>1</sup> Healthy Advice Networks Average Weighted Physicians 12 months Jan. 2012- Dec. 2012 • <sup>2</sup> Healthy Advice Networks Average Weighted Physicians Jan. 2012- Dec. 2012; AMA Physician Socioeconomic Statistics, 2003 Edition, Cardiovascular Disease Specialty; Cardiology Network Nationwide Consumer Web 2008; Visits per NP/PA to Cardiologists, American Academy of Physician Assistants, 2008 AAPA Annual Conference Survey • <sup>3</sup> 2004 - 2010 Wolters Kluwer Health Pharma Solutions Business Unit Pre/Post test/ Control Measurements • <sup>4</sup> 2007 Nationwide Cardiology Network survey of 17 physicians/staff and 45 office staff with Cardiology Network • <sup>5</sup> Nationwide 2009 Web Survey of 332 patients who visited cardiologist's waiting rooms installed with the Healthy Advice Cardiology Network • <sup>6</sup> Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2004-2010



## 2006 - 2010 Summary Test vs. Control Results

*Cumulative Results for Duration of Time in Program*

*average adjusted NRx /doc /mo*

BRAND	CONTROL	TEST	DIFF	PCT CHG
<b>Cholesterol Brand 1</b>	1.326	1.153	0.173	15.00%
<b>Cholesterol Brand 2</b>	1.257	1.160	0.097	8.36%
<b>Beta Blocker</b>	6.142	5.944	0.199	7.46%
<b>ARB</b>	2.920	2.746	0.174	6.35%
<b>CE Inhibitor</b>	1.068	1.024	0.044	4.25%

**Average Lift: 8.28%**



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

Only results with statistical significance at or above 80% reported.