



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 Dermatology Practices

### 2012 Reach

- 1,100 high-writing dermatologists<sup>1</sup>
- 12.9 million annual patient and caregiver visits<sup>2</sup>
- Largest digital footprint in the United States

### Strong Measurable Results

- Average NRx lift of +14.73%<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

- 90% of physicians/staff and 100% of office staff feel the program is a valuable patient-education resource for their practice<sup>4</sup>
- 87% of physicians/staff and 88% of office staff felt the overall patient response to the program was either very good or exceptional<sup>4</sup>
- 94% of physicians/staff and 98% of office staff felt the program could be personalized to their practice<sup>4</sup>

## PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health<sup>5</sup>:

- Herpes +24.68%
- Anti-fungal +13.33%
- Keratosis +15.22%

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, Dermatology Specialty; Dermatology Network Nationwide Consumer Web 2007; Visits per NP/PA to Dermatologists, 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 Dermatology Network survey of 38 physicians/staff and 51 office staff with Dermatology Network • <sup>5</sup> Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 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
Psoriatic Arthritis	0.138	0.174	0.036	26.09% (s)
Hair removal	0.553	0.705	0.152	27.46% (S)
Herpes	0.422	0.527	0.104	24.68% (S)
Keratoses	1.117	1.287	0.170	15.22%
Anti-fungal	2.225	2.521	0.297	13.33% (s)
Acne (Brand 2)	4.245	4.486	0.241	5.68% (s)
Eczema	6.372	6.672	0.300	4.71%
Acne (Brand 1)	3.926	3.954	0.027	0.70%

**Average Lift: 14.73%**



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

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