



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 OB/GYN
Practices

2012 Reach

- 2,500 high-writing OB/GYNs¹
- 18.6 million annual patient and caregiver visits²
- Largest digital footprint in the United States

Strong Measurable Results

- Average NRx lift of +9.67%³
- Only in-office program that measures script lift by total unduplicated doctors
- 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

- 98% of physicians/staff and 97% of office staff feel the program is a valuable patient-education resource for their practice⁴
- 91% of physicians/staff and 96% of office staff feel the content is high quality⁴
- 92% of patients said the information was presented in a way that helped them gain a better understanding of the topics⁵

PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁶:

- Vaginal Dryness +14.66%
- Birth Control +8.99%
- Overactive Bladder +6.83%

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

¹ Healthy Advice Networks Average Weighted Physicians 12 months Jan. 2012– Dec. 2012 • ² Average Weighted Physicians Jan. 2012– Dec. 2012; AMA Physician Socioeconomic Statistics, 2003 Edition, OB/GYN Specialty; OB/GYN Network Nationwide Consumer Web 2008; Visits per NP/PA to OB/GYNs, 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 2007 Nationwide OB/GYN Study of 45 physicians/staff and 92 office staff with OB/GYN Network • ⁵ Nationwide 2009 Web Survey of 507 patients who visited OB/GYN office waiting rooms installed with the Healthy Advice OB/GYN 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
Estrogen Therapy	0.039	0.048	0.009	23.08% (d)
Vaginal Dryness	0.951	1.090	0.139	14.66% (S)
Birth Control (Brand #1)	8.385	9.139	0.754	8.99% (S)
Birth Control (Brand #2)	3.453	3.748	0.295	8.54% (S)
Menopause/HRT (Brand #2)	1.041	1.128	0.087	8.36% (S)
OAB	0.293	0.313	0.020	6.83% (s)
Menopause/HRT (Brand #3)	0.894	0.928	0.034	3.80% (d)
Menopause/HRT (Brand #1)	1.928	1.987	0.059	3.06% (d)

Average Lift: 9.67%



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

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