



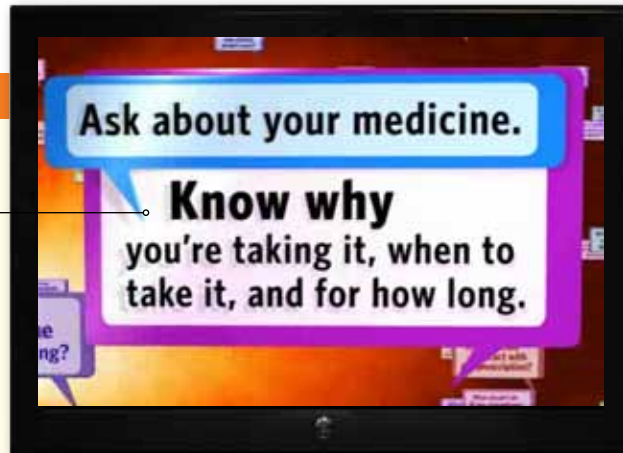
Delivering
strong ROI for
your brand,
plus...

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 Primary
Care Practices

2012 Reach

- 16,900 high-writing primary care physicians¹
- 140.2 million annual patient and caregiver visits²
- Largest digital footprint in the United States

Strong Measurable Results

- Average NRx lift of +11.36%³
- 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

- 96% of physicians said the program is a valuable patient-education resource for their practice⁴
- 92% of patients said the information was presented in a way that helped them gain a better understanding of the topics⁵
- 84% of patients felt the information was something they could use to learn more about their health⁵

PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁶:

- GERD +10.21%
- Migraine +15.13%
- Overactive Bladder +17.49%

For more information, please visit HealthyAdviceNetworks.com.

¹ Healthy Advice Networks Average Weighted Physicians 12 months Jan. 2012–Dec. 2012 • ² Healthy Advice Networks Average Weighted Physicians Jan. 2012–Dec. 2012; AMA Physician Socioeconomic Statistics, 2003 Edition, Average 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 • ³ 2008–2010 Wolters Kluwer Health Pharma Solutions Business Unit Pre/Post test/Control Measurements • ⁴ 2007 Nationwide PCN Satisfaction survey of 316 physicians and 555 office staff with Primary Care Network • ⁵ Nationwide 2009 Web survey of 1,209 patients who visited primary care physician waiting rooms installed with Healthy Advice Primary Care Network • ⁶ Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2008-2010



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
Chronic Constipation	0.106	0.138	0.032	30.19% (S)
Asthma/Allergy	2.179	2.568	0.389	17.85 (S)
OAB, Brand #1	0.423	0.497	0.074	17.49% (S)
Migraine	0.489	0.563	0.074	15.13% (S)
OAB, Brand #2	0.028	0.032	0.004	14.29% (s)
Cholesterol, Brand #3	0.484	0.548	0.064	13.22% (S)
COPD	0.723	0.803	0.080	11.07% (S)
GERD/PPI	2.213	2.439	0.226	10.21% (S)
Smoking Deterrent	0.799	0.873	0.074	9.26% (S)
Heart	3.808	4.149	0.341	8.95% (S)
Cholesterol, Brand #1	4.435	4.684	0.249	5.61% (S)
Cholesterol, Brand #2	2.033	2.137	0.104	5.12% (S)
Insulin	1.747	1.834	0.087	4.98% (S)
Diabetes	1.766	1.845	0.079	4.47% (S)
ED	1.444	1.482	0.038	2.63% (S)

Average Lift: 11.36%



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

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