



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
Rheumatology
Practices

2012 Reach

- 620 high-writing rheumatologists¹
- Impact 5.0 million annual patient and caregiver visits²
- Largest digital footprint in the United States

Strong Measurable Results

- Average NRx lift of +17.36%³
- 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 97% of office staff feel the program is a valuable patient-education resource for their practice⁴
- 94% of patients said the information was presented in a way that helped them learn or gain a better understanding of the topics covered⁵
- 94% 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/PPI +22.04%
- Gout +22.68%

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 for all Physicians – Rheumatologists not included in this AMA survey; Rheumatology Network Nationwide Consumer Web 2008; Visits per NP/PA to All Specialties, 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 Rheumatology Network survey of 21 physicians/staff and 32 office staff with Rheumatology Network • ⁵ 2008 Nationwide Rheumatology Network Study of 255 patients who visited rheumatologists with the Rheumatology Network • ⁶ Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2004-2010
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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
Gout	0.785	0.963	0.178	22.68% (s)
GERD/ PPI	0.785	0.958	0.173	22.04% (s)
Arthritis	2.321	2.492	0.171	7.37%

Average Lift: 17.36%



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

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