

Customize your brand message in the rheumatologist's office while sponsoring award-winning patient education with Healthy Advice Networks

Reach patients suffering from arthritis and communicate directly about how your brand can relieve their symptoms and help manage their disease. Deliver your category-exclusive brand message as they prepare to meet with their rheumatologist to discuss effective treatment options. As part of a 30-minute continuous loop delivered in the rheumatologist's waiting room, your sponsorship supports educational segments that include health information, disease-state management and the importance of staying on treatment as prescribed, as well as personalized messages from each doctor's practice. Played on 27"–32" flat-screen monitors, *Healthy Advice* encourages informed dialogue between the rheumatologist and patient while delivering strong ROI for your brand.

■ 2010 Reach

- 265 high-writing rheumatologists¹
- Impact 2.1 million annual patient and caregiver visits²
- Largest digital footprint in the United States

■ Customizable Down to Individual Physician Offices

- Category-exclusive messaging by called-on and non-called-on offices
- Segment markets by demographics, practice profile and seasonality
- Geographic formulary status and Medicare Part D

■ Measurable Results

- Average NRx lift of +22.04%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%

CATEGORY-EXCLUSIVE DOMINANCE IN RHEUMATOLOGY PRACTICES

¹ Healthy Advice Networks Average Weighted Physicians & NP/PA, 12 months, Jan–Dec 09

² Healthy Advice Networks Average Weighted Physicians and NP/PA Jan–Dec 09; AMA Physician Socioeconomic Statistics; 2003 Edition, Average for all Physicians–Rheumatologists not included in this AMA survey; ACN Nationwide Consumer Web 2008; Visits per NP/PA to ALL SPECIALTIES, American Academy of Physician Assistants, 2008 AAPA Annual Conference Survey

³ 2006–2008 Wolters Kluwer Health Pharma Solutions Business Unit Pre/Post Test/Control Measurements

⁴ 2007 Nationwide ACN survey of 21 physicians/staff and 32 office staff with Arthritis Care Network

⁵ 2008 Nationwide ACN Study of 255 patients who visited rheumatologists with the ACN

⁶ Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2006–2008