

## The Power of Education The Return of Promotion

Leverage the innovation of digital technology to deliver customized, category-exclusive brand advertising messages to patients when they are most receptive — in their cardiologist's waiting room. Displayed on flat-panel screens, 25-minute loops of Flash animation program segments include brand supportive editorial, disease-state awareness, prevention and management and encourage more productive dialogue between the physician and patient at the point-of-care.

### 2009 Reach

- ❑ 1,300<sup>1</sup> high-writing cardiologists
- ❑ 11.5 million annual patient and caregiver visits
- ❑ Largest digital footprint in the United States
- ❑ Network launched in response to a growing need for outcomes-based education in the cardiology market

### Customizable by Practice Location

- ❑ Geographic formulary status and Medicare Part D
- ❑ Clinical trial recruitment
- ❑ Segment markets by demographics, practice profile and seasonality
- ❑ Practices receive 18 personalized messages to deliver to their patients

### Measurable results

- ❑ Average NRx increase of +9.8%<sup>2</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

- ❑ More than half of the patients surveyed believed that the American Medical Association (AMA) agrees with and endorses the information presented on the screens<sup>2</sup>
- ❑ 93% of patients said the information screens are a good way to learn useful and interesting health information<sup>2</sup>
- ❑ 2 out of 3 patients trust and believe the information on the screens more than similar information in a magazine/television<sup>3</sup>



**Category exclusive dominance in cardiology practices!**

**Practice Profile:**

**70% of patients bring caregivers**

**Representative NRx Increases:**

**Anti-platelets  
+9.8%**

(results based on Primary Care Network)

Source: Wolters Kluwer Health 2005 Study

<sup>1</sup> Average Weighted

<sup>2</sup> As documented on existing networks; 2004-2005 Wolters Kluwer Health Pharma Solutions Business Unit Pre/Post Test/Control measurements

<sup>3</sup> Healthy Advice Networks study of 141 consumers who watched any part of the Healthy Advice Primary Care Digital Screens Network and expressed an opinion; September 2004

**To learn how Healthy Advice Networks can drive measurable NRx lift, contact Deborah Schnell:**

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