

Customize your brand message while sponsoring award-winning patient education with Healthy Advice Networks

Reach cardiac patients and their caregivers when they are most focused on establishing an effective treatment plan for their condition—in their cardiologist’s office. Deliver your category-exclusive brand message as they prepare to meet with their physician to discuss recent cardiac events and/or concerns about managing their health. As part of a 30-minute continuous loop delivered in the cardiologist’s waiting room designed to meet the unique needs of cardiac patients, 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 cardiologist and patient while delivering strong ROI for your brand.



2010 Reach

- 1,300 high-writing cardiologists¹
- 10.4 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 +4.84%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

- 94% of physicians/staff and 98% of office staff feel 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
- 76% of patients felt the health information was something they would try to watch each time they visited the doctor⁵



PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁶:

- ARB +6.35%
- ACE Inhibitor +4.25%
- Cholesterol +5.41%

CATEGORY-EXCLUSIVE DOMINANCE IN CARDIOLOGY 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, Cardiovascular Disease Specialty; CCN Nationwide Consumer Web 2008; Visits per NP/PA to CARDIOLOGISTS, American Academy of Physician Assistants, 2008 AAPA Annual Conference Survey

³ 2004–2008 Wolters Kluwer Health Pharma Solutions Business Unit Pre/Post Test/Control Measurements

⁴ 2007 Nationwide CCN survey of 17 physicians/staff and 45 office staff with CCN

⁵ 2007 Nationwide CCN Study of 339 patients who visited cardiologists with the CCN

⁶ Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2004–2008