



Healthy Advice *delivers patient education and your brand message in pediatricians' exam rooms*

Reach busy mothers when they are concentrating solely on their child's health—in the privacy of their pediatrician's exam room. Impact the discussions parents have with their child's pediatrician by communicating highly targeted information regarding babies, toddlers, children and young adolescents where treatment decisions are made. Physician-utilized anatomical illustrations and easy-to-understand brochures on pediatric conditions and diseases combine with category-exclusive brand messages to give your brand the power to deliver strong ROI results.

■ 2010 Reach

- 6,500 pediatricians¹
- 46.2 million annual patient and caregiver visits²
- **ONLY** point-of-care program invited into the physician's exam room

■ Outcomes-based Education

- Brochures are written in easy-to-read format with Q&As resulting in a better-educated parent and more compliant patient
- Anatomical illustrative charts used by physicians to educate and interact with parent about their child's conditions and to discuss treatment options
- Display ads impact parents and physicians with your brand message

■ Measurable Results

- Average NRx lift of +12.04%³
- Only in-office program that measures script lift by total unduplicated doctors
- 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

- 97% of physicians/staff felt overall satisfaction with the *Healthy Advice for Your Child* program and rated it either exceptional or very good⁴
- 96% of physicians/staff felt the quality of the brochure information was either exceptional or very good⁴
- 96% of parents found the *Healthy Advice* brochure easy to understand and follow⁵



Actual unit size: 23" w x 32" h

PROVEN RESULTS

Representative NRx increases as researched by Wolters Kluwer Health⁶:

- GERD/PPI +24.78%
- ADHD +10.57%
- Asthma/Allergy +14.73%

CATEGORY-EXCLUSIVITY IN PEDIATRIC PRACTICES

¹ Healthy Advice Networks Average Weighted Physicians & NP/PA 12 months Apr 09–Mar 10

² Healthy Advice Networks Average Weighted Physicians and NP/PA Apr 09–Mar 10; AMA Physician Socioeconomic Statistics; 2003 Edition, Pediatrics Specialty; Visits per NP/PA to PEDIATRICIANS, 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 2008 Nationwide HAC Satisfaction survey of 342 physicians/staff and office staff with HAC program

⁵ 2008 Nationwide HAC Study of 2,865 patients whose pediatricians had HAC

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