



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

Reach patients when they are most focused on establishing an effective treatment plan for their disease state or condition—in the privacy of their gastroenterologist's office. Impact the discussion with their gastroenterologist by communicating highly targeted and often sensitive information about digestive disease states and conditions. Physician-utilized anatomical illustrations and patient-focused, easy-to-understand educational brochures combine with category-exclusive brand messages to provide patients with a comprehensive approach to managing, treating and living with their medical conditions. Deliver strong ROI for your brand while helping to improve patient outcomes through informed dialogue between physician and patient.

■ 2010 Reach

- 2,500 gastroenterologists¹
- 15.3 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 and more compliant patient
- Anatomical illustrative charts used by physicians to educate and interact with patients about their conditions and to discuss treatment options
- Display ads impact patients and physicians with your brand message

■ Measurable Results

- Average NRx lift of +12.63%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

- 96% of physicians/staff felt the quality of the brochure information was either exceptional or very good⁴
- 85% of patients felt the brochure(s) helped them learn something that they might not have found out otherwise⁵
- 95% of patients found the brochure(s) easy to understand and follow⁵

CATEGORY-EXCLUSIVITY IN GASTROENTEROLOGY PRACTICES



Actual unit size: 24" w x 32" h

PROVEN RESULTS

Representative NRx increases as researched by Wolters Kluwer Health⁶:

- IBS
+12.15%
- Ulcerative Colitis
+16.88%
- Crohn's Disease
+7.08%

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, Gastroenterology Specialty; Visits per NP/PA to OTHER IM SUBSPECIALTIES, 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 HAD Satisfaction survey of 138 physicians and office staff with HAD program

⁵ 2008 Nationwide HAD Study of 295 patients whose physicians had HAD

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