

The Power of Education The Return of Promotion

Leverage the power of targeted communication delivered at the precise moment of treatment — in the **primary care** physician's exam room. Anatomical illustrations and disease-state brochures combine with category-exclusive brand messages to provide patients with a comprehensive approach to preventing, managing, treating and living with their medical conditions. Fusing the perfect setting, the perfect timing and the perfect alignment with your brand's strategy, the Healthy Advice Networks exam room program drives measurable results and high patient and physician satisfaction ratings.

2009 Reach

- 20,500 primary care physicians (annual weighted average)
- 117+ million annual patient visits
- Only point-of-care program invited into the physician's exam room

Outcomes-based Education

- Editorial content 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 disease states and to discuss treatment options
- Information encourages better-informed dialogue between physicians and patients

Measureable results

- Average NRx lift of +10.69%¹
- 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

- 58% of physicians gave a program brochure to a patient at least once a day²
- 72% of physicians surveyed would see a sales representative an additional time if the program sponsors of HAF had important updates²
- 96% of patients felt materials more credible than magazines³
- 98% of physicians like the program because it helps them educate their patients²

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

1-800-288-8053 or ETPinfo@healthyadvicenetworks.com

www.HealthyAdviceNetworks.com

¹ Wolters Kluwer Health (formerly NDC Health) HAF Studies, 2004–2007

² Healthy Advice Spring 2006 Physician Survey

³ Healthy Advice Patient Intercept Study, 2005



Winners of highly-acclaimed National Health Information Awards



Unit dimensions: 23" w x 32" h

*Category-exclusivity
in primary care
practices!*

**Representative
NRx Increases:**

Asthma/Allergy
+11.90%

Migraine
+12.77%

GERD
+10.09%

Source: Wolters Kluwer 2007 Study