



## Healthy Advice programs deliver patient education and your brand message in primary care physicians' exam rooms

Reach patients and caregivers where treatment decisions are made—in the privacy of their physician's exam room. Research states that patients spend an average of 18 minutes in the exam room. Give them the information they are looking for to impact one-on-one discussions with their doctor. Communicate your brand message in an environment where even sensitive topics can be discussed. Physician-utilized anatomical illustrations and easy-to-understand brochures on a wide range of conditions and diseases combine with category-exclusive brand messages to give your brand the power to deliver strong ROI results.

### 2010 Reach

- 21,200 primary care physicians (annual weighted average)<sup>1</sup>
- 176.1 million annual patient and caregiver visits<sup>2</sup>
- **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
- Downloadable Spanish versions of popular *Healthy Advice* patient-education topics are available for physicians to give their Hispanic patients
- Display ads impact patients and physicians with your brand message

### Measurable Results

- Average NRx lift of +11.32%<sup>3</sup>
- 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

- 94% of physicians surveyed said the quality of the brochure information is exceptional/very good<sup>4</sup>
- 85% of patients said the brochure they read answered a lot of their questions about the condition<sup>5</sup>
- 93% of patients said the brochure was easy to follow and understand<sup>5</sup>

### CATEGORY-EXCLUSIVITY IN PRIMARY CARE PRACTICES



Actual unit size: 23" w x 32" h

### PROVEN RESULTS

Representative NRx increases as researched by Wolters Kluwer Health<sup>6</sup>:

- Asthma +9.02%
- Cardiovascular +11.85%
- GERD +11.09%

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

<sup>2</sup> Healthy Advice Networks Average Weighted Physicians & NP/PA Apr 09–Mar 10; AMA Physician Socioeconomic Statistics, 2003 Edition, Avg. of GP/FP & IM; HAF Nationwide Consumer Web, 2008; Visits to NP/PA to IM/FP/GP American Academy of Physician Assistants, 2008 AAPA Annual Conference Survey

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

<sup>4</sup> 2008 Nationwide HAF Satisfaction survey of 1226 physicians and office staff with HAF program

<sup>5</sup> 2008 Nationwide HAF Study of 799 patients whose physicians had HAF

<sup>6</sup> Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2004–2008