



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

Reach patients when they are most focused on establishing an effective treatment plan for their condition—in the privacy of their urologist's office. Impact their discussions with their urologist by communicating highly targeted and often sensitive information about disease states and conditions where and when treatment decisions are made. 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

- 1,000 urologists¹
- 7.2 million annual patient and caregiver visits²
- **ONLY** point-of-care program invited into the physician's exam room

■ Outcomes-based Education

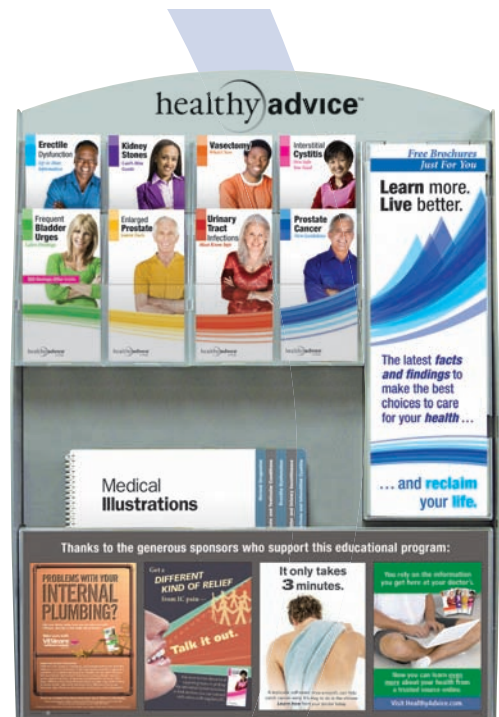
- Brochures are written in easy-to-read format with Q&As resulting in a better-educated and more compliant patient
- Anatomical illustrative charts used by physicians to educate and interact with patients about their conditions and to discuss treatment options
- Display ads impact patients and physicians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

■ Measurable Results

- Average NRx lift of +11.83%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

- 95% of physicians/staff found the quality of the brochure information to be exceptional or very good⁴
- 93% of physicians/staff found the quality of the Medical Illustrations flip chart to be either exceptional or very good⁴
- 95% of physicians/staff felt overall satisfaction with the program was exceptional or very good⁴



Actual unit size: 23" w x 32" h

PROVEN RESULTS

Representative NRx increases as researched by Wolters Kluwer Health⁵:

- Overactive Bladder +24.36%
- BPH +4.27%
- Interstitial Cystitis +6.86%

CATEGORY-EXCLUSIVITY IN UROLOGY 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, Urology Specialty; HAU Nationwide Consumer Web 2008; Visits per NP/PA to ALL SPECIALTIES 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 HAU Satisfaction survey of 77 physicians/staff and office staff with HAU program

⁵ Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2006–2008