

Customize your brand message while sponsoring award-winning patient education with Healthy Advice Networks

Reach patients and caregivers where treatment decisions are made—in their primary care physician's office. Deliver your category-exclusive brand message to your target audience right before they go in to see their doctor. As part of a 30-minute continuous loop covering a broad range of relevant healthcare topics, your sponsorship supports educational segments that include health information, disease-state management and healthy lifestyle recommendations, as well as personalized messages from each doctor's practice. Played on 27"–32" flat-screen monitors, *Healthy Advice* encourages informed dialogue between patients and their primary care physician while delivering strong ROI for your brand.



■ 2010 Reach

- 15,280 high-writing primary care physicians¹
- 123.5 million annual patient and caregiver visits²
- Largest digital footprint in the United States

■ Customizable Down to Individual Physician Offices

- Category-exclusive messaging by called-on and non-called-on offices
- Segment markets by demographics, practice profile and seasonality
- Geographic formulary status and Medicare Part D

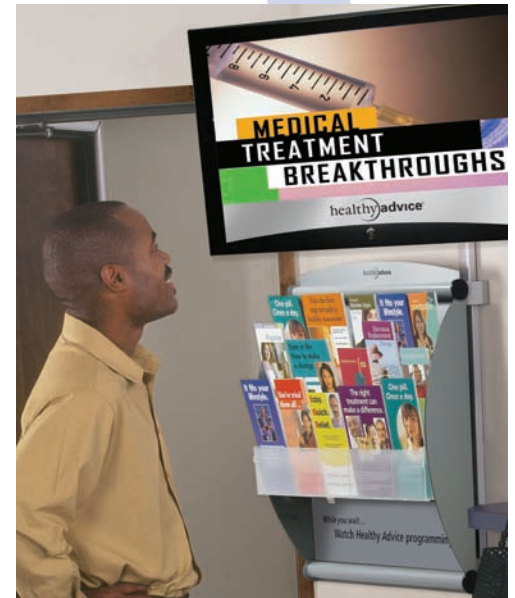
■ Measurable Results

- Average NRx lift of +10.68%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

- 96% of physicians said the program is a valuable patient-education resource for their practice⁴
- 87% of patients said the information was presented in a way that helped them understand the topics better⁵
- 71% of patients said the Primary Care Network has health information they try to watch every time they visit their doctor⁵

CATEGORY-EXCLUSIVE DOMINANCE IN PRIMARY CARE PRACTICES



PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁶:

- GERD +10.21%
- Migraine +15.13%
- Overactive Bladder +11.95%

¹ Healthy Advice Networks Average Weighted Physicians & NP/PA, 12 months, Jan–Dec 09

² Healthy Advice Networks Average Weighted Physicians & NP/PA Jan–Dec 09; AMA Physician Socioeconomic Statistics, 2003 Edition, Avg. of GP/FP & IM; PCN Nationwide Consumer Web, 2008; Visits to NP/PA to IM/FP/GP 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 2007 Nationwide PCN Satisfaction survey of 316 physicians and 555 office staff with PCN

⁵ 2007 Nationwide PCN Study of 1278 patients who visited primary care physicians with the PCN

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