

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

Reach patients who are treating dermatological conditions or are concerned about effective skin care and communicate directly with them about why your brand should be part of their skin care plan. Deliver your category-exclusive brand message as they prepare to meet with their dermatologist to discuss effective treatment options and preventative care. As part of a 30-minute continuous loop delivered in the dermatologist's waiting room, your sponsorship supports educational segments that include health information, recommendations for ongoing skin care, available dermatologic procedures, 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 dermatologist while delivering strong ROI for your brand.

■ 2010 Reach

- 1,100 high-writing dermatologists¹
- 12.5 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 +15.64%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

- 90% of physicians/staff and 100% of office staff feel the program is a valuable patient-education resource for their practice⁴
- 87% of physicians/staff and 88% of office staff felt the overall patient response to the program was either very good or exceptional⁴
- 94% of physicians/staff and 98% of office staff felt the program could be personalized to their practice⁴

CATEGORY-EXCLUSIVE DOMINANCE IN DERMATOLOGY PRACTICES



PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁵:

- Herpes +24.68%
- Anti-fungal +13.33%
- Keratoses +15.22%

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, Dermatology Specialty; SCN Nationwide Consumer Web 2007; Visits per NP/PA to DERMATOLOGISTS, 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 SCN survey of 38 physicians/staff and 51 office staff with SCN

⁵ Wolters Kluwer Health Pharma Solutions Business Unit, Measurements Conducted 2004–2008

For more information, please visit HealthyAdviceNetworks.com.

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