

## The Power of Education The Return of Promotion

Leverage the innovation of digital technology to deliver customized, category-exclusive brand advertising messages to patients when they are most receptive — in their OB/GYN's waiting room. Displayed on flat-panel screens, 25-minute loops of Flash animation program segments include brand supportive editorial, disease-state awareness, prevention and management and encourage more productive dialogue between the physician and patient at the point-of-care.

### 2009 Reach

- 2,455<sup>1</sup> high-writing OB/GYNs
- 15.7 million annual patient and caregiver visits
- Largest digital footprint in the United States

### Customizable by Practice Location

- Geographic formulary status and Medicare Part D
- Category-exclusive messaging targeted to women ages 18-50
- Segment markets by demographics and practice profile
- Practices receive 18 personalized messages to deliver to their patients

### Measurable results

- Average NRx increase of +11.8%<sup>2</sup>
- 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 patients said the information screens are a good way to learn useful and interesting health information<sup>3</sup>
- More than half of the patients surveyed believed that the American College of Obstetrics & Gynecology (ACOG) agrees with and endorses the information presented on the screens<sup>3</sup>
- 2 out of 3 patients trust and believe the information on the screens more than similar information in a magazine/television<sup>3</sup>



**Category exclusive dominance in OB/GYN practices!**

### Representative NRx Increases:

Birth Control  
+8.99%

Vaginal Dryness  
+14.66%

Source: Wolters Kluwer Health 2005 Study

<sup>1</sup> Average Weighted

<sup>2</sup> 2005 Wolters Kluwer Health Pharma Solutions Business Unit Pre/Post Test/Control Measurements

<sup>3</sup> Wirthlin Worldwide (now part of Harris Interactive) study of 200 consumers who watch any part of the Healthy Advice Women's Health Digital Screens Network and expressed an opinion. October 2004

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