

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

Reach women with your category-exclusive brand message when they are most focused on maintaining their health and adopting a healthier lifestyle—in their OB/GYN's office. As research continues to distinguish how disease states affect men and women differently, women often turn to their OB/GYNs first to discuss their concerns. As part of a 30-minute continuous loop designed to meet the unique health concerns of women and delivered in the OB/GYN's waiting room, 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 women and their OB/GYN while delivering strong ROI for your brand.

■ 2010 Reach

- 2,500 high-writing OB/GYNs¹
- 18 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 +9.67%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

- 98% of physicians/staff and 97% of office staff feel the program is a valuable patient-education resource for their practice⁴
- 91% of physicians/staff and 96% of office staff feel the content is high quality⁴
- 87% of patients found the information on the screen to be information they could use to learn more about their own health⁵

CATEGORY-EXCLUSIVE DOMINANCE IN OB/GYN PRACTICES



PROVEN RESULTS

Representative NRx increases as measured independently by Wolters Kluwer Health⁶:

- Vaginal Dryness +14.66%
- Birth Control +8.99%
- Overactive Bladder +6.83%

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, OB/GYN specialty; WHN Nationwide Consumer Web 2008;

Visits per NP/PA to OB/GYNs, 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 WHN Study of 45 physicians/staff and 92 office staff with WHN

⁵ 2008 Nationwide WHN Study of 572 patients who visited OB/GYNs with the WHN

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