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FOR IMMEDIATE RELEASE

***Healthy Advice Networks Now Able to Track Consumer Purchase Behavior
Pharmaceutical and Consumer Data Linked to Measure Impact of Message on Actual Purchases***

CINCINNATI, OH. (October 14, 2009) *Healthy Advice Networks*, the nation's leading provider of physician office-based patient-education programs, announces a groundbreaking measurement program to track consumer purchase behavior, not just purchase intent, for OTC and consumer health brands. In order to grow their revenue and justify investments designed to capture market share, brands today want to measure the correlation of their health messages to purchase volume. To address this need *Healthy Advice* has developed new Physician Media ROI metrics utilizing HealthScape™ Consumer that analyzes integrated patient and consumer data.

HealthScape™ Consumer is a longitudinal panel of 150,000 consumers and is the only single-source informatics solution with Rx, OTC and consumer brand transactions and attitudinal and behavioral consumer information. By measuring the transactions of *Healthy Advice* viewers participating in the panel, HealthScape™ Consumer tracks the efficacy of *Healthy Advice* sponsor messages. HealthScape™ Consumer is jointly owned by Wolters Kluwer Pharma Solutions and The Nielsen Company. Initial research has shown outstanding results for *Healthy Advice* sponsors. A food brand increased volume by over 50% in 6 months by targeting consumers in *Healthy Advice's* Primary Care Network. The brand educated its audience about its health benefits, drove trial and received the implied endorsement of respected physicians. In addition, incremental sales were valued at more than 10 times the cost of the program.

Scott Nesbitt, Executive Vice President of Analytics at *Healthy Advice Networks*, commented, "We built our name and reputation on delivering a quality product with measurable results. We have always measured incremental lift in new prescription revenue for our pharmaceutical clients and we wanted to deliver quantifiable results for our consumer health and OTC brands as well. Now we are able to provide them with the valuable purchase information they require."

"In these challenging economic times," continued Deborah Schnell, President of Sales and Strategic Planning, *Healthy Advice Networks*, "it is more important than ever for brands to invest in proven programs that deliver a solid return on investment. The ability to deliver quantifiable measurements is huge. For the first time, consumer health and wellness brands can confidently say that for every dollar they invest with *Healthy Advice Networks*, they return "x" to their company's bottom line."

Healthy Advice Networks is the largest and fastest growing health information company in the industry and is planning to launch another primary care network, as well as several new programs targeted to both physicians and patients in 2010. The company delivers patient-education programs in primary care, cardiology, women's health, pediatric, gastroenterology, urology, dermatology, and rheumatology practices.

About *Healthy Advice Networks*

Healthy Advice Networks' mission is to help consumers and healthcare professionals make more informed health decisions by providing trusted, relevant and easy-to-understand health information when and where they need it. Over 50,000 primary care and specialty physicians throughout the U.S. have chosen *Healthy Advice* as their patient-education provider, making *Healthy Advice* the largest and fastest growing health-information company with programs in both the physician waiting room and exam room. The award-winning programs are sponsored by leading pharmaceutical and health and wellness brands. For sponsors, *Healthy Advice* provides a proven way to educate patients and physicians at the time treatment decisions are being made.

For more information, visit the web site at <http://www.HealthyAdviceNetworks.com>.