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FOR IMMEDIATE RELEASE

Industry Participates in Inaugural Customer Centric Marketing Conference *Leaders Discuss New Ways to Effectively Communicate with Target Audiences*

CINCINNATI, OH. (August 23, 2011) *Focus on the Customer* was the overarching theme at the inaugural Customer Centric Marketing conference hosted recently by eyeforpharma in Philadelphia. Co-chaired by Deborah Schnell, President of Sales and Strategic Planning at Healthy Advice® Networks, the conference addressed the changing dynamics of an industry whose target audiences have access to information virtually anywhere, anytime. High-level marketers from the top pharmaceutical companies and leading healthcare agencies attended the conference. With an intense concentration on the challenges facing healthcare today, discussions centered on how to better address the needs of evolving target audiences and the strategies marketers must implement to meet them. All acknowledged that the “one size fits all” marketing strategy of the past is no longer relevant and that it is critical to shift to more highly-targeted communications.

In a recently published white paper entitled *Targeting the Patient-Physician Touchpoint, Cutting Edge Information*, a leading business intelligence firm, echoed the importance of targeted marketing, stating, “It is widely believed the touchpoint that exists between patients and physicians presents a unique, invaluable opportunity.” Healthy Advice Networks, the nation’s leading provider of targeted patient and physician engagement programs at point-of-care, has been delivering actionable health information for over 20 years and has seen an increase in the number of healthcare companies leveraging targeted marketing. In fact, from 2009 to 2010, their client base increased 64 percent and is much more diverse, with customers that include pharmaceutical, over-the-counter, consumer health and wellness, and medical devices and diagnostics brands.

“Effective point-of-care programs enable healthcare marketers to leverage the aperture point of the physician/patient interaction, while also allowing them to target their message to demographics and patient profile. In fact, our clients have seen significant business gains that exceed traditional DTC,” stated Ms. Schnell. “For example, one of our clients addressed its multi-cultural patient base by communicating its brand message in five different languages, in practices unique to each patient’s profile, ensuring patients felt connected to the brand in a very meaningful and personal way. Another brand leveraged QR codes in condition-specific brochures to expand its message and integrate its compliance strategy. In the privacy of the exam room setting, patients used their smartphones like magic wands to access information extending beyond the walls of their physician’s office.”

Healthy Advice Networks delivers patient-engagement programs in primary care, cardiology, women’s health, pediatric, gastroenterology, urology, dermatology, and rheumatology practices. The company also delivers health information and late-breaking news directly to physicians and their staff through *PracticeWire®*, the only product located in the physician’s back office where healthcare practitioners can access information while practicing medicine.

About *Healthy Advice*® Networks

Healthy Advice® Networks is the leading provider of educational engagement programs targeting physicians and consumers. With programs in the physician's waiting room, exam room, back-office, and hospitals, *Healthy Advice* Networks gives brands the greatest communication channel in the industry when both physicians and consumers are solely focused on improving health outcomes. Combining the latest technologies with digital content and print, and impacting 435 million patient and caregiver visits annually, *Healthy Advice* Networks reaches patients of all ages and learning styles to deliver forecast-altering business results for their sponsoring pharmaceutical and consumer health and wellness clients. A growing network of over 53,000 primary care and specialty physicians and over 500 hospitals throughout the U.S. have chosen *Healthy Advice* Networks for their patient engagement needs. For more information or to request a copy of the Cutting Edge Information whitepaper, visit www.healthyadvicenetworks.com/customer-centric.