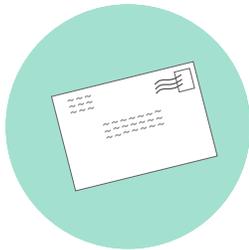


Using pharmacy as the centerpiece of a marketing success strategy



Selecting InStep Health as the dominant marketing tactic generated \$5.51 - \$11+ in ROI for pharma brands



SUMMARY

Brands in therapeutic categories from IBS-D to vaccines are looking for a powerful marketing focal point that will attract and hold viewer interest. Several have found success by making InStep Health (formerly Rx EDGE Media Network) the centerpiece of their strategy.



RESULTS

Brands that used the InStep Health program as their primary media strategy experienced a significant lift in prescription volume and a strong return on investment.

Category	Script Lift ¹	ROI ²
GERD	4.0%	\$5.51
Anaphylaxis	6.7%	\$9.44
Pneumococcal Vaccine	13.7%	\$1.59*
Flu Vaccine	9.4%	\$10.45*
IBS-D	8.1%	\$11.05

¹ Matched-panel research conducted by Retail Intelligence, Inc.

² Patient Value ROI calculated using Rx volume lift derived from matched-panel research and RED BOOK™ or client-supplied pricing data

* Single Script ROI



OBJECTIVES

Innovative pharma brands in multiple categories (GERD, Anaphylaxis, Flu and Pneumococcal Vaccines, and IBS-D) identified the pharmacy as their dominant marketing channel and turned to InStep Health to execute on that strategy. Their goals included:

1. Overcoming the inefficiencies of broadcast media, particularly for brands with highly targeted patient populations
2. Committing scarce marketing resources to a proven, finite set of channels
3. Increasing spend in the pharmacy, where prior marketing mix analysis had established InStep Health programs' superiority in contributing to overall influence, conversion, and return on investment
4. Taking advantage of InStep Health targeting insights to reach their optimal audience

While specific communication strategies varied, each supported a common goal: to spur untreated and undiagnosed patients to visit the doctor or consult with a pharmacist.

Category	Communication Strategies
GERD	Create a connection with a highly targeted audience of heartburn sufferers who are searching for remedies
Anaphylaxis	Inform adults and parents about potentially life-threatening allergies: symptoms, causes, and treatment
Pneumococcal Vaccine	Raise awareness about pneumococcal disease and the importance of getting vaccinated, encourage a conversation with a doctor or pharmacist
Flu Vaccine	Reach the 65+ target audience with information about heightened flu risk factors and the availability of a high-dose vaccine
IBS-D	Drive brand awareness with messaging that called attention to symptoms associated with the condition



BACKGROUND

As a crucial, weekly destination for millions of Americans, the pharmacy is the only national healthcare-related venue that consumers visit in droves. Pharma marketers recognize the value in targeting these consumers who come in to get a prescription filled, purchase health and personal care necessities, or take advantage of the myriad health services that are now available in pharmacies.



PREMIUM LOCATION

Multiple factors were assessed in store-section placement decisions, all of which leveraged the pharmacy as a platform to deliver "content in context" when current and potential patients are thinking about their health needs.

Category	Location	Rationale
GERD	Antacids	Heavily-shopped section for acid reflux/heartburn sufferers
Anaphylaxis	Allergy	Near Benadryl®, a top-selling cold/allergy/sinus brand commonly purchased by parents
Pneumococcal Vaccine	Cough/Cold	Reaches a sizable adult audience
Flu Vaccine	Cough/Cold	High traffic aisle associated with target audience demographic and top-of-mind symptoms
IBS-D	Gastrointestinal	Near OTC remedies for symptoms (abdominal pain, diarrhea) related to condition

The pharmacy and InStep Health are constant in consumers' lives. No other media has their attention the way we do in the moments that matter most.