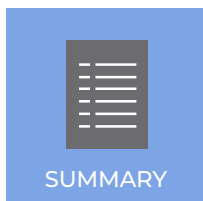


Case Study: No OTC Corollary

Across the spectrum of therapeutic categories, brands acquire new patients with Rx EDGE programs – no “OTC corollary” required!



For Rx EDGE programs, the store-section decision is often based on the presence of a corresponding OTC remedy that may be the consumer’s first choice when symptoms present themselves. However, not all Rx brands have an obvious “link” to an OTC product. For those brands, alternative strategies have been successfully used to reach prospective patients in the pharmacy aisles.



Most brands sought to heighten awareness about a condition, acquire new patients, and emphasize unique product benefits.



Due to an ever-increasing focus on wellness-related products and delivery of health services, the pharmacy has become a true healthcare destination. Patients build relationships with pharmacists and seek out information at the store level to improve their health. As a result, the pharmacy has come into its own as a pharma media channel, offering a dynamic platform for awareness and education.



For categories/brands with no perceivable OTC corollary, or for those that treat asymptomatic conditions, the decision regarding placement of the Rx EDGE information dispenser is made based on such factors as:

- Shopper traffic
- Proximity to products that treat secondary symptoms or comorbid conditions
- Patient demographics



Category	Script Volume Lift ¹	ROI ²
ADHD	4.5%	\$10.14
Diabetes	4.9%	\$7.60
Cardiovascular	3.5%	\$6.60
COPD	7.1%	\$3.12
Men’s Health (ED, Low T)	4.4%	\$5.91
OAB	10.1%	\$3.97
Women’s Health	6.7%	\$4.60
Vaccines	19.2%	N/A

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

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



Full case study available at rxedge.com

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