

Case Study: OAB

Rx EDGE programs fuel outstanding results for Overactive Bladder products



SUMMARY

Many people with Overactive Bladder symptoms rely on urinary incontinence products such as pads or liners to protect against leaks. Rx EDGE programs have demonstrated that consumers who purchase these products are a relevant audience who are motivated to take action when exposed to messages about treatment alternatives.



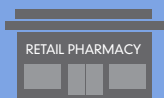
OBJECTIVES

Acquire new patients and raise disease-state awareness by focusing on prevalent symptoms, driving conversations with the doctor, and delivering detailed information about significant points of difference vs. other treatments.



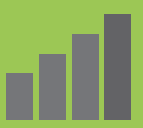
BACKGROUND

Booklets delivered in the RxEDGE information dispensers delivered a wealth of information for prospective patients: a list of overactive bladder symptoms delivered in a checklist format, a brief guide to facilitate discussions with the doctor, usage information about the prescription products, and savings offers.



PREMIUM LOCATION

A major benefit of the Rx EDGE program is that it gives marketers the ability to target the most appropriate audience based on store location. Since many prospective OAB patients deal with their condition by wearing absorbent undergarments, the Adult Incontinence aisle is an ideal place to reach them.



RESULTS

Average Increase In Prescription Sales

10.4%

Average ROI

\$4.02



Full case study available at rxedge.com

For more information, contact Kathleen Bonetti at 847.879.6036 or kathleen.bonetti@rx-edge.com