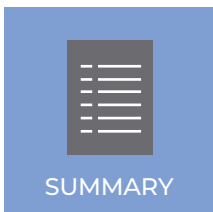


Case Study: Womens Health



Women's Health products reach their target consumer in the pharmacy's Family Planning and Vitamin aisles

Through strategic placement of Rx EDGE dispensers, two brands generate awareness and acquire new patients



Two Women's Health brands found a relevant audience in the pharmacy channel near over-the-counter remedies for menopausal symptoms. The brands achieved excellent results, with an average lift of 16% in prescription volume.



Marketers for both brands had a similar goal: to generate awareness among women and increase their knowledge about the respective conditions.

	Messaging Priorities
Brand A – for treatment of hot flashes	Educated potential patients about hot flashes and offered a discussion guide to encourage having a conversation with a doctor.
Brand B – for treatment vaginal dryness	Delivered a symptom quiz and advised potential patients to talk with a doctor if symptoms were present. The brand also communicated details about the product (a non-hormonal oral pill) and how it worked.



Women account for 85% of all consumer purchases¹ – including healthcare. The pharmacy aisles are an excellent place to reach them.

- Contraceptive and Family Planning products are a key drug store category, growing 3.8% and 7.7% in men's and women's products respectively in 2015 vs. 2014²
- Women outspend men by an average of \$12.32 per trip³ and account for the majority of OTC spending⁴
- The Vitamin/Supplement section of the store is one of the most heavily shopped, with over half of U.S. households buying per year. Calcium and menopause-related supplements are a key sub-segment of this burgeoning category.¹



The Family Planning and Vitamin sections proved to be ideal locations to reach prospective patients. Brand A treated moderate to severe hot flashes in menopause; women often turn to over-the-counter remedies to alleviate these types of symptoms. Accordingly, information about the brand was placed in front of Estroven OTC menopause-relief products located in the Vitamin section. Brand B treated vaginal symptoms associated with menopause. Its Rx EDGE dispensers were installed near KY personal lubricants, a common OTC counterpart product, in stores with high-volume sales. This tactic proved to be a good match.

In a twelve-week cycle in the Feminine Hygiene aisle, the Rx EDGE Solutions at the Shelf™ dispenser is seen by approximately 70 million prospective female patients



Both brands experienced a substantial increase in prescription volume as a result of their respective programs. A matched-panel technique using test vs. control panels was used to measure program impact.⁶

Category	Script Lift
Brand A	13.5%
Brand B	18.5%
AVERAGE	16%

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

SOURCES: 1. Greenfield Online for Arnold's Women's Insight Team 2015 2. Category Sales, Percent of Households Buying: IRI Group. Total of drug stores, supermarkets, discount stores, military commissaries, and select club and dollar stores for 52 weeks ended 6/15/14 3. Nielsen. "U.S. Women Control the Purse Strings". 2013. 4. DSN. "Women want low cost, good value when shopping for self-care items" 2015 5. DSN, Women, baby boomers supplement more often February 21, 2013 by Michael Johnson via an online survey of more than 900 AccentHealth viewers 6. Script lift research conducted by Retail Intelligence Inc.



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