

Gastrointestinal brands reach prospective patients when they are ready to take action

Brands find success by delivering educational materials through **Solutions at the Shelf™** in the pharmacy channel



Brands in four different gastrointestinal categories reached their intended audience in the Laxative/Fiber Supplement and Antacid sections of the retail pharmacy. This strategy led to excellent results, with an average script lift of 6.6% across the multiple programs. The categories included: IBS (Irritable Bowel Syndrome), CIC (Chronic Idiopathic Constipation), EPI (Exocrine Pancreatic Insufficiency) and GERD (Gastroesophageal Reflux Disease).



	Objective	Messaging
IBS	Target potential patients in select Designated Market Areas	Focused on the product's differentiation, with a direct message to those who've tried OTC treatments
CIC	Reach people who are treating symptoms with Miralax or Metamucil	Relayed the feelings associated with the condition and the benefits of a prescription. Creative imagery matched other media (print, TV, online).
EPI	Acquire patients by promoting in stores that have high sales of Pepto Bismol and Imodium; raise disease awareness	Listed common symptoms and urged potential patients to talk to their doctor if they recognized any of them
GERD	Drive awareness of the condition and deliver tools to facilitate doctor-patient discussion	Advised potential patients that if their heartburn symptoms persist, they should talk with their doctor



Gastrointestinal disorders affect millions of Americans, many of whom use OTC remedies to contend with symptoms

- The National Institutes of Health (NIH) reports approximately 42 million Americans suffer from CIC
- According to the International Foundation for Functional Gastrointestinal Disorders (IFFGD), between 25-45 million Americans have IBS
- 42% of laxative users describe themselves as heavy users, using 5+ times a month¹
- 21% of antacid users describe themselves as heavy users, using 8+ times a month¹



OTC remedies such as laxatives/fiber supplements and antacids are often sought out first by consumers who may be experiencing symptoms. As such, these store sections are an ideal location for delivering messages related to prescription products that treat gastrointestinal disorders.

	Pharmacy Section	Near
IBS	Laxative	Metamucil
CIC	Laxative	Miralax and/or Metamucil
EPI	Antacid	Pepto Bismol and/or Imodium
GERD	Antacid	Heartburn products

Audience in the Laxative aisle:

In a 12-week cycle, the Rx EDGE Solutions at the Shelf™ dispenser is seen by approximately **62 million** prospective patients, delivering **184 million** impressions

Audience in the Antacid aisle:

In a 12-week cycle, the Rx EDGE Solutions at the Shelf™ dispenser is seen by approximately **123 million** prospective patients, delivering **368 million** impressions



For accurate and reliable results, a matched-panel technique was used to measure program impact.²

Category	Script Lift	Patient Value ROI
IBS	8.3%	\$4.55
CIC	8.0%	\$8.26
EPI	6.4%	\$10.52
GERD	3.6%	\$4.62
AVERAGE	6.6%	\$6.99

Placing actionable information in the pharmacy at the Mindset Moment™, when consumers are thinking about healthcare and seeking remedies, helps prospective patients understand their symptoms and move more knowledgeably to treatment

1. Consumer Demographics and Purchase Dynamics: Spring 2010 GfK MRI

2. Research conducted by Retail Intelligence Inc. using a matched-panel research technique with test and control stores



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