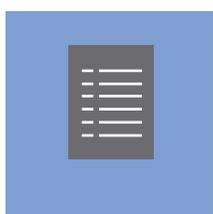


Case Study: No OTC Corollary



Rx EDGE programs contribute to brand growth across the spectrum of therapeutic categories - no "OTC corollary" required!

Millions of consumers shop the health and personal care aisles every day, and act on messages delivered there



The Rx EDGE network functions similarly to other media networks, with brands selecting space based on where the largest group of potential patients can be reached. Pharmaceutical brands execute programs in the geographic markets that fit their strategy and use appropriate sections of the store to engage with their prospective patients.

The store-section decision is often based on the presence of a "corresponding" OTC product that may be the consumer's first choice when symptoms present themselves. However, many brands that treat asymptomatic conditions or that have no obvious OTC corollary have been very successful in reaching prospective patients in the pharmacy aisles.



Rx EDGE programs are effective for brands that treat a spectrum of conditions – including ADHD, Diabetes, Cardiovascular, COPD, OAB, Women's and Men's Health, and Vaccines – for which there is no over-the-counter "remedy" for associated symptoms.

Category	Communication Priorities
ADHD	Deliver information to parents during the back-to-school timeframe
Type 2 Diabetes	Emphasize unique product benefits
Cardiovascular	Maximize delivery of brand messages to the 50+ age segment
COPD	Grow market share, raise disease awareness, and promote productive patient/doctor discussion
Men's Health (ED, Low T)	Activate a base of new patient starts by conveying the brands' differentiated benefits
OAB	Increase understanding of the condition by focusing on prevalent symptoms
Women's Health	Generate brand awareness and educate women about the treatment option
Vaccines	Help adults learn about their choices in flu vaccines



Store-section placement decisions were made based on shopper traffic, patient demographics, comorbidities, and proximity to products that treat secondary symptoms.

Category	Store Section Placement	Placement Rationale
ADHD	Cold/Cough (children's) and Analgesics	Reaches "Mom shoppers" and a large adult audience
Diabetes	Analgesics	Heavily-shopped section of the store, often near ancillary products related to the condition
Cardiovascular	Low-Dose Aspirin and Analgesics	Identifies with patients who are using adjuvant products, particularly in the low-dose aspirin segment
COPD	Cold/Cough	Correlation to secondary symptoms
Men's Health (ED, Low T)	Men's grooming products	High traffic section where men are frequently shopping
OAB	Adult Incontinence	Reaches the target demographic with messaging related to common symptoms
Women's Health	Feminine Care and Personal Lubricants	Target demographic is found in this aisle; women account for the majority of trips to drug stores
Vaccines	Vitamins and Cold/Cough	Connection with potential symptoms; reaches a substantial adult audience



Across all categories, Rx EDGE programs produced a significant lift in prescription volume as well as a strong return on investment.

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



The absence of an association with a “related” OTC product should not be considered a barrier to using Rx EDGE programs. Brands in diverse therapeutic categories have experienced excellent results in the pharmacy channel because it delivers a large and receptive audience.

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.

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



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