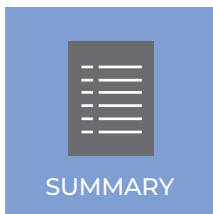
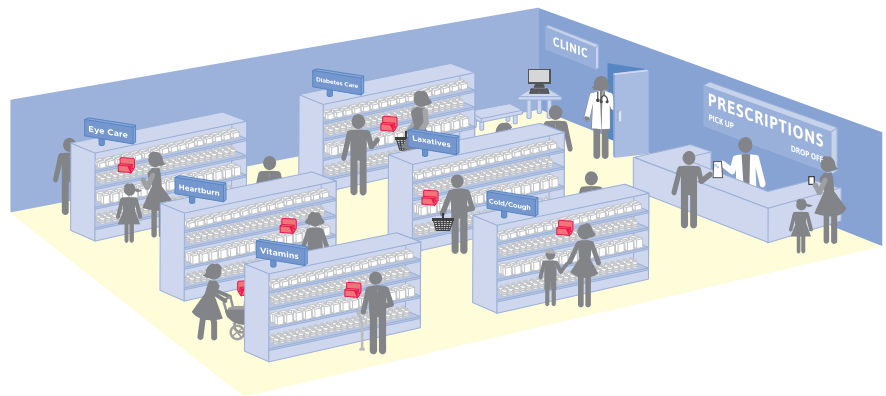


# Case Study: Asymptomatic Conditions



Combination of right messaging and right placement makes the difference for Rx brands that treat asymptomatic conditions

Engaging patients in the pharmacy starts with comprehensive targeting



Rx EDGE programs are often deployed by marketers of pharma brands with an OTC “counterpart” product that might be the consumer’s first treatment choice when symptoms arise. Brands that treat conditions without overt symptoms, such as high blood pressure and diabetes, can also tap into the media power of Rx EDGE. Targeting criteria include patient demographic profile, audience reach, and usage of adjunctive health-related items.



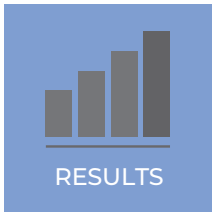
Rx EDGE programs addressed multiple goals ranging from raising disease awareness to educating patients about new treatment options.

Category	Communication Priorities
TDAP Vaccine	Elevate knowledge about the dangers of whooping cough to infants and the importance of vaccinations.
Shingles Vaccine	Raise awareness about Shingles, odds of contracting it, and available vaccine
ADHD	Deliver timely information to parents during the back-to-school season
Blood Pressure	Acquire new patients through savings incentives
Diabetes	Create awareness about treatment options across the spectrum of clinical types (insulin and pen, oral tablet, and non-insulin injectable)
Pneumococcal Vaccine	Educate people about the vaccine and how it protects against infection, communicate the risk factors for key age groups and for those with certain chronic conditions



Placement was determined by matching the store section with demographics of the target patient audience and proximity to related OTC or personal care products.

Category	Location	Targeting Rationale
TDAP Vaccine	Vitamins - Specialty	Placed near such brands as Centrum Silver to reach a substantial older audience
Shingles Vaccine	Vitamins - General	Vitamins are a dominant personal health segment among the 60+ age group
ADHD	Near children's products in Cold/Cough and Analgesics	Reaches "mom shoppers" and a large adult audience
Blood Pressure	Analgesics	Proximity to adjunctive products (low dose aspirin)
Diabetes	Diabetes Care and Analgesics	Diabetes Care section offered message-appropriate adjacency to support products; Analgesics aisle provided a high-traffic communication platform
Pneumococcal Vaccine	Cough/Cold	Heavily-shopped OTC section where a large, relevant population could be reached



Across all categories, Rx EDGE programs produced excellent results, proving that potential patients take action when they see health messaging in the pharmacy whether they are experiencing symptoms or not.

Category	Script Lift <sup>1</sup>	ROI <sup>2</sup>
TDAP Vaccine	4.3%	\$5.17*
Shingles Vaccine	6.2%	\$2.30*
ADHD	4.5%	\$10.14
Blood Pressure	4.5%	\$4.07
Diabetes	Oral tablet: 3.35% Insulin and Pen: 6.2% Non-insulin injectable: 5.0%	Oral tablet: \$25.00 Insulin and Pen: \$21.06 Non-insulin injectable: \$21.97
Pneumococcal Vaccine	5.4%	\$2.68*

<sup>1</sup> Matched-panel research conducted by Retail Intelligence, Inc.

<sup>2</sup> Patient Value ROI calculated using Rx volume lift derived from matched-panel research and RED BOOK™ or client-supplied pricing data

\* Single Script ROI

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.



For more information, contact  
Kathleen Bonetti at 847.879.6036  
or [kathleen.bonetti@rx-edge.com](mailto:kathleen.bonetti@rx-edge.com)  
[rxedge.com](http://rxedge.com)