

PRMED

Patient Education Center

**Drive New Rx's &
Acquire Loyal Patients
at the Point of Care**

WWW.PATIENTEDU.ORG



Marketing at the Point of Care Works!

Point of care channels have surprising reach

- Point of care has greater patient recognition than direct mail, pharmacy programs, and radio

Patients are almost twice as likely to “take action” if they see point of care media in a doctor’s office

Point of care is an additive impact to DTC campaigns... patients who have seen DTC advertising are **more likely** to “take action” if they have also seen point of care

- **55% more likely** to discuss a condition with their health care professional
- **143% more likely** to discuss a brand with their HCP

Source: Harris Interactive, The Impact on Point of Care on Patient Engagement, 2007



Enhancing Patient/Physician Dialogue

By increasing patients' understanding of their condition and helping them prepare for each visit with their doctor, patient education enhances the quality of care.

- **More than 90% of primary care physicians** report that patient education materials are important in enhancing patient/physician dialogue.

Source: Physician Survey on Patient Education, Pri-Med Update, May 2005

- **61% of US adult consumers** reported that their physician is the source they would most likely use to find medical info and health management advice.

Source: Illuminas for Cisco Systems, February 2007

Inspire Patient Compliance & Loyalty

By helping patients understand their condition and the importance of compliance with their medications, patient education plays an increasingly significant role in efficient use of the physician's time and treatment outcome.

“ Patient education really pays off. To me, I enjoy a more interesting visit with a better informed patient. I get a lot less call backs and patients are more likely to take their medicines and do what they need to do. ”

—Thomas J. Weida, MD, Member of Board of Directors,
American Academy of Family Physicians

- Without patient education, pharma brands can **lose between 10% and 20%** of prescription sales because people don't want to refill them.

Source: Consumer Health Information Corporation

Influence the Patient/Physician Dialogue to Your Advantage

- Drive new Rx's
- Enhance brand loyalty online at patientedu.org

Waiting Room Wallboard



Health-e-News

Monthly health information eblasts



Disease State Brochures

As patients prep for their visit



Health Information Website

www.patientedu.org



Engage Patients and Caregivers Before, During, & After Their Visit

- Put sponsored tools into the hands of physicians and patients
- Support enhanced disease information in print and online

Physician Info Rx Pad



Disease State Brochures *A teaching tool*



'What You Need to Know' Health Information Tablets



Enhanced Disease Specific Content Online *ie, www.patientedu.org/osteoporosis*



Why Pri-Med Patient Education Center?

- Guaranteed ROI
- Enhance your access inside group practices
- Lock out your competition
- Fully integrated office and web programs

For More Information

To learn more about our Primary Care Network and growing specialty networks, please contact:

Clay Romweber

908-204-0010 x12
clayr@patientedu.org

Dennis Turner

908-204-0010 x16
dennist@patientedu.org



An Interactive Patient Education Solution

Serving close to **5,000** group practices, **20,000** primary care physicians and more than **100 million** patients annually.



For more information about how
Pri-Med Patient Education Center
can help your brand, please contact:

Clay Romweber

908-204-0010 x12; clayr@patientedu.org

Dennis Turner

908-204-0010 x16; dennist@patientedu.org