



A BioMarketing Company

THE PATIENT WILL SEE YOU NOW.

1. REACH OUT TO PATIENTS AT THE RIGHT TIME AND PLACE IN ENGAGING AND CONTINUOUS WAYS
2. BRING THE PROMISES OF YOUR BRAND TO LIFE
3. FILL IN THE HOLES THAT CAN KEEP PATIENTS LEERY OF NEW TREATMENTS



WHAT YOU'RE UP AGAINST

It's estimated that the pharma industry is losing \$30 billion a year from patients bailing on their prescriptions. Studies on patient compliance have shown that over 50% of patients do not comply with their medications, and 70% don't continue taking their meds after year one.*

WHAT YOU CAN DO ABOUT IT

We can help take away the confusion and fear patients may have over one of your medications or medical devices. Our solutions start by staying true to your brand's objectives and understanding patient needs. By focusing on the content and context that will deliver the most effective education to the greatest number of patients, we bring the promises of your brand to life.

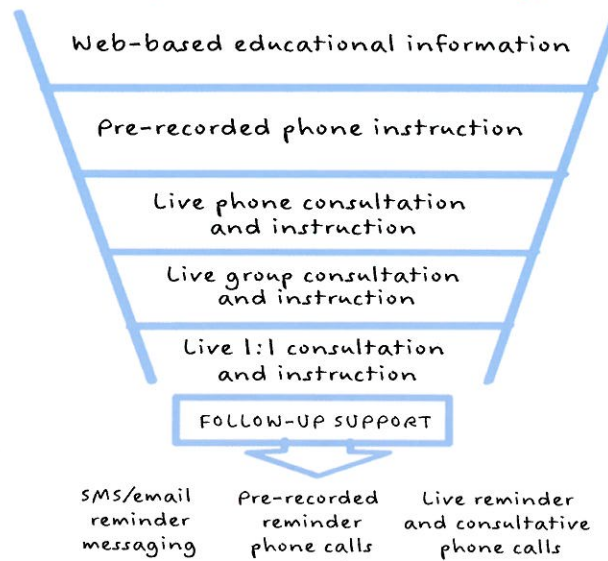


This step-wise approach to adherence education is the surest, most cost-effective way to reach your patients and your goals.

RETURN ON EDUCATION

Measuring the value and impact of

STEP-WISE APPROACH TO EDUCATION: Tailored to patient needs based on algorithms



large-scale programs is critical to your success. In addition to seamless program execution, we provide valuable customized reports to capture the key data you need at the click of a button:

- Program evaluations
- Future program projections
- Honoraria payment analysis
- District activity analysis
- Field sales financial reports

BY THE BOOK

Our Implementation Managers will work with your teams to ensure we understand your policies and take accountability for educating and training our staff on those guidelines, as well as all federal, state and industry regulations and guidelines affecting your program, including OIG and PhRMA guidelines.