

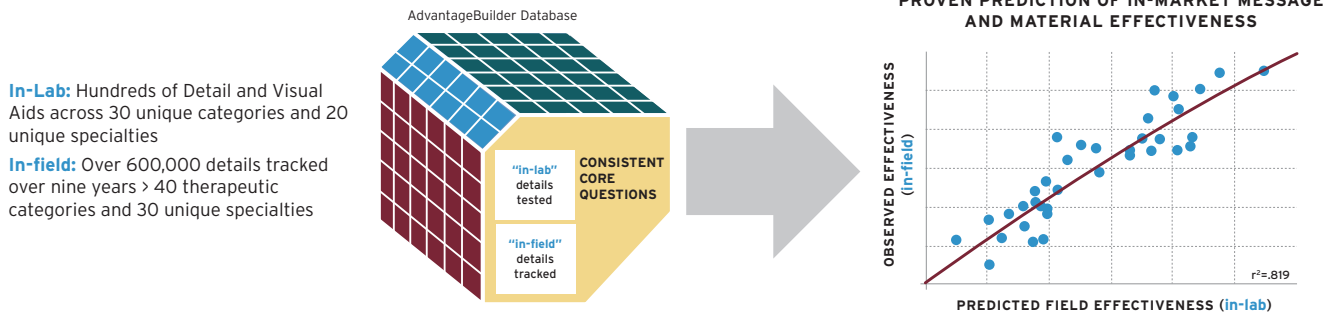
MAXIMIZE PRESCRIBING IMPACT OF YOUR PROFESSIONAL MARKETING AND MESSAGING CAMPAIGNS.

You know what is required: develop a professional marketing campaign that will maximize prescribing of your brand. Unfortunately, most qualitative and quantitative physician research only provides data reports of what physicians state in a survey or interview. To confidently drive results, you need the clarity and insight that comes from bridging the gap between what physicians say in the market research lab and what they will actually do in the exam room. That is why we created MessageAdvantage™. So you can *Know How*.

UNCOVERS HOW MESSAGING AND MATERIALS WILL PERFORM WHEN LAUNCHED IN-MARKET

MessageAdvantage leverages validated models that translate stated physician attitudes towards messages and materials into a reliable prediction of prescribing impact. These models are built from our AdvantageBuilder™ database, which has systematically captured physician attitudes on hundreds of campaigns (messaging and materials) before they are launched and their subsequent performance after launch (through tracking over 600,000 rep/physician interactions and resulting prescribing changes).

By reverse-engineering rep/physician interactions, we have also identified what makes successful campaigns such winners. The result for you is knowledge “revealed” about how your messages and materials will actually perform and identification of key enhancements you can make to maximize results.



OPTIMIZE MESSAGE DEVELOPMENT, DETAILS, VISUAL AIDS AND NON-PERSONAL COMMUNICATIONS

The MessageAdvantage suite yields unique insight to develop portfolios of messages, detail aids, detail scripts and non-personal promotional pieces that are most effective at driving prescribing. Beyond the clear “external” benefit of producing reliably better results in the field, MessageAdvantage also greatly enhances the “internal” creative development process. Why? Because the built-in simplicity and rigor of the MessageAdvantage methodology provides your team with evidence-based insights that can confidently inform good decision-making.

MESSAGE PORTFOLIO OPTIMIZATION Portfolio of messages that work best together to drive physician prescribing	DETAIL OPTIMIZATION Accurate prediction of in-field detail performance and recommendations to drive physician prescribing	NON-PERSONAL PROMOTION Non-personal promotion campaign elements that drive physician prescribing
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BENEFITS

- + Accurately predicts how your promotional campaign will perform once introduced, for pipeline and inline brands
- + Produces actionable improvement recommendations focused on critical drivers of prescribing
- + Compares your brand’s campaign to well-established industry performance norms
- + Comprehensive and flexible model: Offers the power and proof of a validated approach, combined with physician verbatims and your custom questions
- + Provides results in only 11-15 business days
- + Provides you with a consistently reliable business case for decision-making; significant upgrade versus qualitative and traditional quantitative
- + Field-ready recommendations for optimal execution

To learn more, contact a TargetRx representative at 1-877-U-KnowHow (877-856-6946).