

Real Time and Targeted Communications

With **CLM Mechanix** you can create targeted communications on demand with real time data about current local market events such as a formulary win. Messages and assets are data driven and generated based upon pre-approved messages and existing marketing assets. You can target physicians based on multiple criteria including by plan or payor, formulary status, prescribing history, territory, sales representative or any other important criterion available in the data

PRINT

BrandX Pharma
85 Lincoln Highway,
Edison, NJ 08820.
Customer Support : 800-555-5785

Managed Care Update Presented to Dr. Laura Curtis

This is an example of a customized piece of a collateral that can be used by a rep to educate a physician on the formulary status of a product or group of products. This can be used as part of a detail call or as a direct mail piece. It can be completely customized based on a physician's name, practice, the plans they accept, product status, field rep information or calls to action such as specific point of contact for any scientific questions or request. You can offer a PURL to the physician or targeted recipient.

www.brandxpharma.com/DrLauraCurtis is an example of a personal URL. A PURL can follow the naming convention of related WEB property and can include the targeted physician's name in the PURL. Each PURL is unique and creates a dedicated landing page customized for the recipient. It can reinforce the formulary information, other product information, as well as provide opportunity for physician to request more information or provide feedback on product information, sample request etc. It can also allow you to offer updated information on upcoming programs and events as well as offer registrations for such events.

PRODUCT NAME	INSURANCE PROVIDER	PRODUCT STATUS
BrandX	Aetna	Preferred
BrandX	United Healthcare	Tier 2
BrandX	OXFORD	Tier 3 with Restrictions
BrandX	Aetna	Prior Authorization Required

The information provided is for demonstration only and is not intended for any other purpose.

It has been documented that physicians that feel their reps don't provide them value and why we believe using **CLM Mechanix** will create the opportunity to change that perception as well as create a better relationship.

Best Regards,

Ann Wright
Sales Representative
Awright@brandxpharma.com
908-206-1234
908-206-1244
718-417-7891

Don't forget that it takes more than one call to action item to get the response. The PURL is waiting to help the end user:
www.brandxpharma.com
Dr. Laura Curtis

Is customizable in many ways:

- Physician Name
- Offer's a PURL (Personal URL)
- Identifies the Health Plans the Provider Accepts and the Status of Your Brand Relative to Each Health Plan
- Personalizes your Field Representative or Other Team Member

WEB

Opens New Communication Channels

PURL: <http://www.brandpharma.com/DrLauraCurtis>

Personalizes Welcome Or Other Messages

Delivers Content and Pull-Through Messaging Based on Real-time Scenarios

Introduce Relevant Marketing Programs, Register for Events or Order Samples

Customer Support: 1-877-800-0975 login | Forgot password | Help

BrandX Pharma

Welcome, Dr. Laura Curtis

How "Your Company" Can Provide Targeted Pull-Through Messaging That Drives Sales.

Welcome, Dr. Laura Curtis

This landing page is an example how you can synchronize a marketing campaign that engages your targeted recipients with information and data specific to their needs or interest. In this instance targeted pull-through specific to Formulary status based on plans the health care professional accepts is displayed. The content and format can vary from recipient to recipient. The ability to add other features and navigation allows for a more comprehensive experience as well as the opportunity to get more data back from the recipient and engage them in a more convenient manner with higher retention. The end result is an enhanced relationship with your customers and prospects while driving more effective and relevant communications...

Product Name	Insurance Provider	Product Status	Restriction Field
BrandX	WellPoint	Tier 1	Preferred
BrandX	Aetna	Tier 1	Preferred
BrandX	United Healthcare	Tier 1	w/Restrictions

...Designed for one; Produced for many.

BrandX is not an actual product. Example is for marketing purposes only.
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The objective of each marketing component generated from **CLM Mechanix** is to create highly targeted and relevant information that will provide the receiving health care professional better information and understanding of your product and it's status relative to the patients they treat and the health plans they accept. The outcome over time will be a more effective and beneficial CRM between the brand, field sales and the health care professional generating more access, influence and prescriptions.



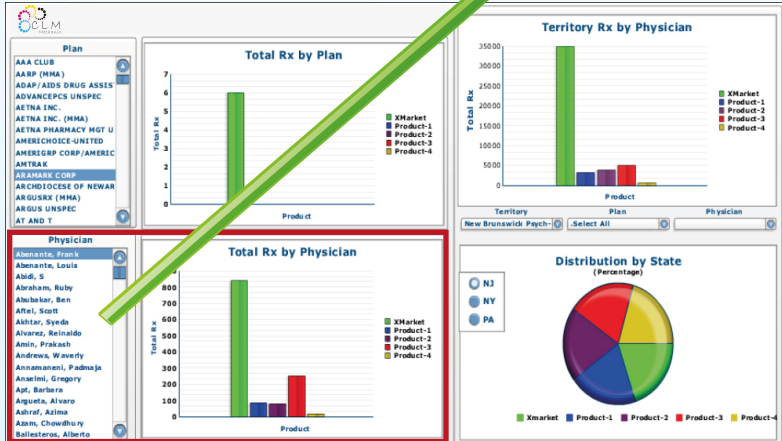
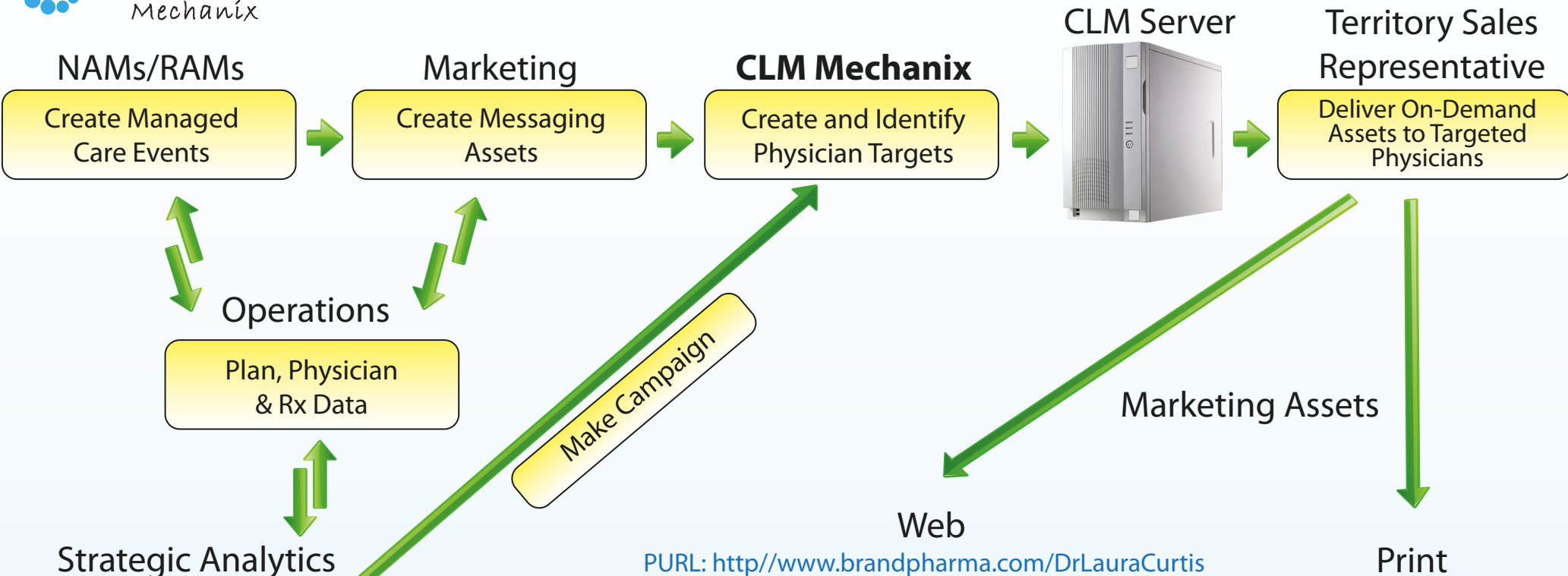
For More Information Contact
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Office: 732-379-3954
Mobile: 973-714-0715
timothy@zsl.com
www.clm-mechanix.com

Case Study



Managed Care Pull-through Process



PURL: <http://www.brandpharma.com/DrLauraCurtis>

The landing page includes:

- BrandX Pharma logo and contact info: Customer Support: 1-877-800-0975
- Welcome message: Welcome, Dr. Laura Curtis
- Navigation menu: Journal Reports, Upcoming Programs, CME Programs, My Preferences, Patient Education, Patient Coupons, Contact Us
- Content: "How 'Your Company' Can Provide Targeted Pull-Through Messaging That Drives Sales." and "Welcome, Dr. Laura Curtis" with a detailed paragraph about the landing page's purpose.
- Table:

Product Name	Insurance Provider	Product Status	Restriction Field
BrandX	Wellpoint	Tier 1	Preferred
BrandX	Aetna	Tier 1	Preferred
BrandX	United Healthcare	Tier 1	w/Restrictions
- Footer: "...Designed for one; Produced for many." and a disclaimer: "BrandX is not an actual product. Example is for marketing purposes only."

The printed collateral piece includes:

- BrandX Pharma logo and contact info: 85 Lincoln Highway, Edison, NJ 08820, Customer Support: 800-555-5785
- Header: Managed Care Update Presented to: Dr. Laura Curtis
- Text: "This is an example of a customized piece of a collateral that can be used by a rep to educate a physician on the formulary status of a product or group of products..."
- Table:

PRODUCT NAME	INSURANCE PROVIDER	PRODUCT STATUS
BrandX	Aetna	Preferred
BrandX	Aetna	Tier 2
BrandX	United Healthcare	Tier 3 with Restrictions
BrandX	Aetna	Prior Authorization Required
- Footer: "Don't forget that it takes more than one call to action team to get the response. The PURL is waiting to help the end user: www.brandpharma.com Dr. Laura Curtis"

MCOs, Health Plans, Physicians & Territories