



## Hospitalized consumers

- ❖ 70% heart disease
- ❖ 10 million high BP
- ❖ 4 million diabetes
- ❖ 4 million COPD
- ❖ 1 million asthma



## Healthtv in the News:

Healthtv Advisory  
welcomes:

**Peter Pitts**,  
Sr VP MS&L  
Past FDA Associate  
Commissioner  
**Mike Pucci**, VP GSK  
**Sean Moloney**,  
President,  
DramaticHealth  
Past Pfizer Director  
Innovations

FDA Marketing  
Partnership

AAFP Advisory

JCAHO Reviewer

Accent Health  
Partnership

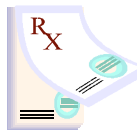
Communications in  
Medicine Consultant

CEO writes for  
Pharmaceutical Exec  
DTCPerpectives

## Place-based media heats up

Doctor's offices, hospitals, and pharmacies are increasingly attractive as pharma feels mass media sting. Established vehicles Healthtv, Accent Health and the Newborn Channel are joined by newcomers.

- Healthtv: broadcasting in top-ranked hospitals, average 500 beds each
- Accent Health: tvs and wallboards in high prescriber offices
- Newborn Channel: broadcasting in major maternity hospitals
- The Patient Channel: community hospitals, average 100 beds each
- Healthy Advice: Examining rooms



## Hospitalization: a prescription for change

Research from Harvard confirms: hospital are a touch-point for a change in prescribed medications, the need for education about new meds:

53% of drugs prescribed by primary care physician were changed as a result of a hospitalization

70% did not understand the new medication regimen

51% of patients deviated from prescribed regimen after discharge

## How many rep visits and samples does it take to get 1 new script written?

A 2004 University of Washington study that looked at 3 drugs found that to ensure 1 new prescription was written it took:

- 6.5 more rep visits
- 73 additional free samples

### "We want patient education!"

The American Academy of Family Physicians (AAFP). advice to America's 90,000 pharma reps: put your money towards patient education we can use!"

I'll prescribe and recommend medication from a pharmaceutical company that funds patient education initiatives - assuming of course it's the right meds",

Dr. Thomas Weida AAFP conference participant

**Next issue: look for more info on  
Healthtv and Accent Healthtv Marketing Partnership**