



A Higher Brand Awareness

Novel, Evidence-Based, Non-Personal Target Marketing Solutions

BioPharm Communications, LLC is a leading medical communications and marketing agency that specializes in proprietary non-traditional and non-personal target marketing solutions. Our marketing solutions are being widely used within the pharmaceutical and biotechnology industries, and have proven to drive Brand Awareness, NRxs, TRxs, and deliver strong ROIs, in excess of 7:1.

BioPharm can help you reach your most important customers with your Brand's key medical marketing messages, clinical data, patient profiles, advertisements, and product samples with the optimal frequency.

Each of our programs have been developed as a result of industry needs assessments, along with feedback from nationally recognized KOLs, high-decile practitioners, and healthcare marketers. Many of our programs leverage our proven peer-to-peer promotional platforms, as well as our multi-channel surround sound delivery, which includes the following channels to reach targeted clinicians: Direct Mail, E-Blast, Web Hosting, ClinCast™ Virtual Presentation (E-delivery & DVD options), and Selling Kits for sales consultant and/or convention distribution.

Direct Mail

E-Blast

Web Hosting

**ClinCast™ Virtual
Presentation**
(E-delivery &
DVD options)

Selling Kits

For sales consultant
and/or convention
distribution



For more information, please contact:

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CLINICAL DATA PROMOTION

MedCongress Insights™

- Provides key highlights of new medical information released at major medical conferences that is of significant promotional value for your product
- Can include on-label or disease state information from scientific sessions, symposia, oral presentations, posters and abstracts
- KOL experts provide clinical implications, medical relevance, and potential impact on patient care and QOL of newly released medical information

ClinBriefs™

- Effectively, efficiently, and quickly announces and promotes top-line results of new clinical data
- Provides medical perspectives on new data through clinical summary

Clinical Impressions™

- Maximizes promotional impact of core clinical studies
- KOL experts provide clinical perspectives, insights, and commentary on featured studies
- Provides target healthcare providers with clinical implications, medical relevance, and potential impact on patient care and QOL

ClinCast™

- Replace traditional dinner programs and telecons with a virtual web-based peer-to-peer clinical presentation
- Top KOLs for your brand presenting an overview on your disease state, as well as your clinical data and patient profiles
- Allows brands to efficiently and effectively reach their key targets who don't have time or want to attend live programs
- Can also be used as another innovative delivery channel for BioPharm's suite of peer-to-peer promotional programs listed

PATIENT PROFILE PROMOTION

ClinCases®

- Establish, highlight, and differentiate targeted patient profiles for your Brand
- Leverage physicians' preferred learning format – clinical case studies
- Top KOLs are selected to comment on diagnosis, treatment strategies, goals, and supportive clinical evidence for specific clinical case studies created for the Brand

PRODUCT PROFILE PROMOTION

Rx Peer Insights™

- Provides forum for national and regional KOLs to share on-label clinical pearls for a product with their peers
- Helps target audience to understand when, how, and where to use a product
- Highlights features, benefits, positioning, and clinical utility of a brand

PCP SEGMENT MARKETING

Advanced Primary Care Insights™

- Targeted to "specialist-like" PCPs in specific therapeutic areas
- Each wave focuses on a specific topic within a disease state such as diagnosis, initial therapy, managing challenging cases
- Also available in specialty areas such as: *Women's Healthcare Insights™*, *Geriatric Healthcare Insights™*, and *Pediatric Healthcare Insights™*

TARGETED ADVERTISING

HCP Journal Wrap™

- Have your key targets request to receive your Brand Advertisements with a regular frequency over a six month period
- Targeted physicians are offered a complimentary 6-month subscription to a choice of over 1,500 major medical journals (i.e., *The Lancet*, *New England Journal of Medicine*) that is "cover wrapped" with a branded promotional message, providing the unique ability to secure 4 premium promotional positions: Front Cover, Inside Front, Back Cover, & Inside Back

HCP Journal Mail™

- Ensure that your direct mail reaches your key customers. HCP Journal Mail™ partners with leading medical journals to include direct mail in issues delivered to your targeted customers

Pharmacy Today – Exclusive Brand Sponsorship

- Reach your most important pharmacy targets with your brand messages, advertisements, and direct mail with the optimal frequency
- This is a premium pharmacy publication that reaches over 130,000 pharmacists each month, and we will cover wrap the journal with your Brand's creative advertisements, and we will also enclose your pharmacy-focused direct mail pieces with each issue that you sponsor
- BioPharm can segment out those pharmacy targets most relevant to your Brand strategy

ALTERNATIVE SAMPLING & VACANT TERRITORY PROMOTION

RxSamplesDirect™

- Leverage samples and vouchers to reach your difficult-to-access targets with your Brand's promotional messages
- Next generation alternative sampling and promotional solution designed to help reach your most important customers, including "No See", "Difficult-to-See", and "White Space" targets, with samples, vouchers, and promotional materials

Post-Call™

- Maximize call continuity with this unique program that integrates right into your representatives' SFA program
- Provides the opportunity for reps to easily generate personalized follow-up letters to targeted clinicians at the time calls are entered
- Reps select the relevant promotional letter(s) to include with information to support topics discussed on their calls. The letter templates are refreshed with each POA
- Letters include: Thank You For Seeing Me, Sorry I Missed You, etc.



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