



Cardinal Health Specialty Solutions

Rise above the noise

Our proven content delivery solutions can help you reach curated healthcare provider audiences.



Facing the challenges of physician access issues

Pharmaceutical sales reps continue to cite declining access to providers, particularly in specialty therapy areas. A recent report examining pharma's interaction with healthcare providers shows that only 44 percent of surveyed healthcare providers were deemed "accessible" to sales reps. This number is down from 80 percent in 2008.

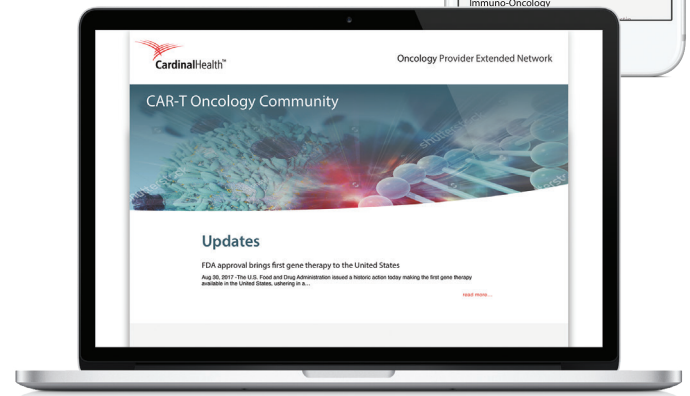
Specialty practices such as nephrology and oncology have the most restricted access. An alarming 27 percent of oncology providers are severely access restricted — according to the AccessMonitor study cited.¹ And even today, when providers can be accessed via digital tactics instead of a live meeting, ensuring your message rises above the influx of content being served to providers is a daunting task.

Driving a meaningful message

The key to successful provider engagement is providing relevant, timely clinical content. Leveraging clinical newsletters and microsites from Cardinal Health, you can put your branded advertising in front of relevant healthcare providers by sponsoring tumor — and topic-specific clinical content distributed to the GPO-agnostic Specialty Provider Extended Networks of Cardinal Health.

Microsites and newsletters

- Place digital advertising assets, including banner ads and videos, on topical newsletters and clinical microsites
- Scientific subject matter inspired by evolving treatment paradigms and new clinical data
- Reviewed and edited by Cardinal Health Chief Medical Officers
- Delivered to curated healthcare provider audiences targeted by specialty and sub-specialty, practice profile, prescribing patterns and patient population
- Tracking and reporting delivered down to the NPI level



Specialty Provider Extended Networks

Offering unique access to providers specializing in oncology, rheumatology, gastroenterology and urology, and delivering data and insights, research possibilities and a platform for educational and promotional communications.

OPEN (Oncology Network)

Rheumatology Network

Gastroenterology Network

Urology Network

CASE STUDY 1

Demonstrating value in a crowded marketplace

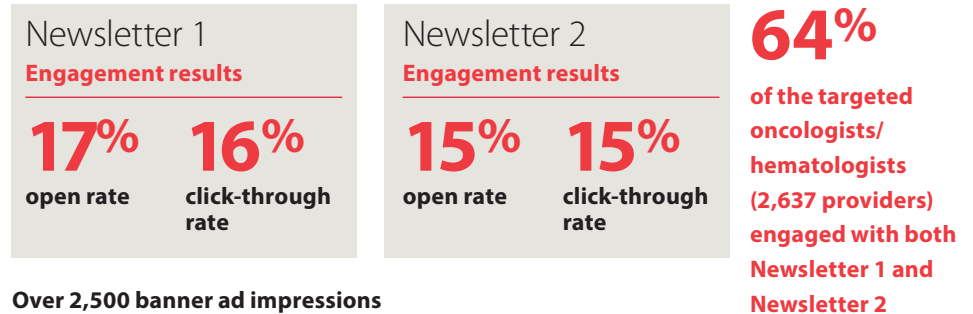
A pharmaceutical company was challenged with educating providers on new clinical data for an innovative advancement in a crowded chronic lymphocytic leukemia (CLL) marketplace.

The Marketing and Engagement team at Cardinal Health Specialty Solutions developed a comprehensive solution to distribute six microsite/newsletter campaigns through our Specialty Provider Extended Networks, targeted to oncology/hematology community practices who had active CLL patients.

The campaign shared relevant information and targeted across community practices treating these specific patients, while carrying a branded advertisement highlighting the pharma companies' innovative treatment option, linked to the established product website.

Results

Increased engagement with providers treating CLL

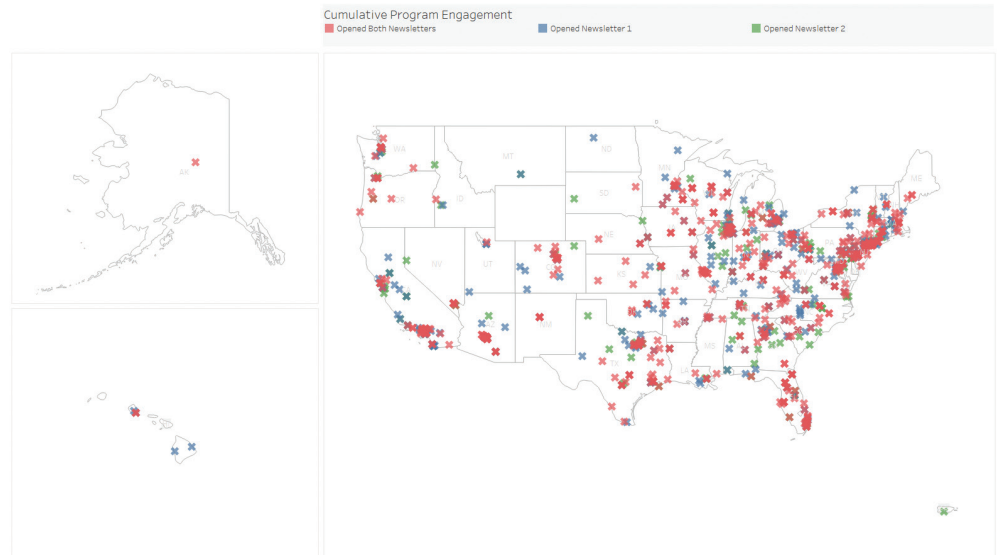


Over 2,500 banner ad impressions

Traditional biopharma branded email benchmarks²

5-8% open rate

4-6% click-through rate



CASE STUDY 2

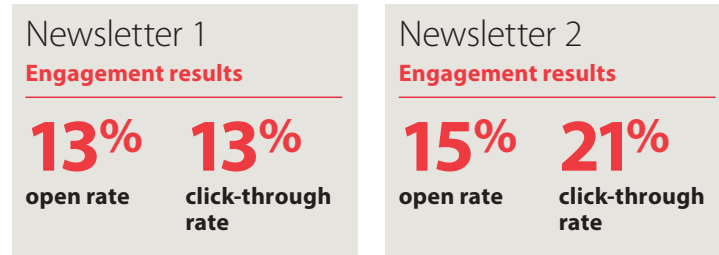
Maintaining product awareness

A top-ten pharma company needed to find a new, innovative way to increase provider disease awareness and education of their rare cancerous tumor treatment across multiple Group Purchasing Organizations (GPOs). Leveraging our microsites and newsletter offering, as well as access to our GPO-agnostic Specialty Provider Extended Networks to target specialists in the neuroendocrine (NET) community, our Marketing and Engagement team developed a targeted solution to launch four newsletters and microsites targeted to NET-treating providers over the course of five months.

The targeted campaign shared relevant disease awareness information with community practices who had active NET patients, while carrying a branded advertisement highlighting the pharma companies' market-leading treatment.

Results

Strong NET community engagement

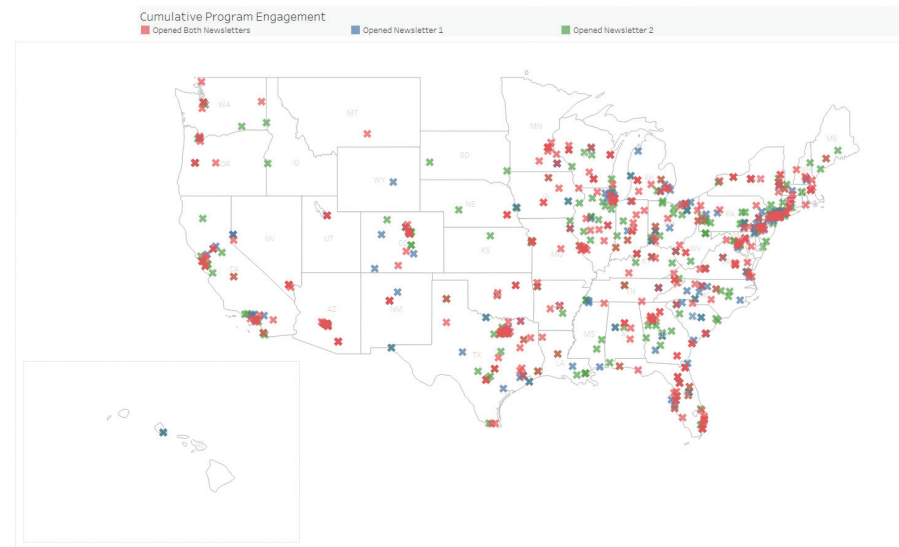


Over 1,900 banner ad impressions

Traditional biopharma branded email benchmarks²

5-8% open rate

4-6% click-through rate



In today's increasingly competitive healthcare market, maximizing the potential of your product requires a strategy informed by real-world data and precisely refined communications targeted to key decision makers.

Through our strong relationships with providers in oncology, rheumatology and other specialty therapy areas, proven clinical and commercial expertise and innovative, configurable solutions, we can help you:

- Identify physicians treating unique patient populations
- Understand physician behavior
- Drive engagement with all stakeholders involved in treatment decisions

Our Marketing and Engagement team is uniquely qualified to position your product for success throughout the product lifecycle.



Contact us to learn how we can help
maximize your market opportunity.

Visit: cardinalhealth.com/specialtyarcomm

Email: BioPharmaAnalytics@cardinalhealth.com

1 "Want Better Access to Physicians? Understand What's Top of Mind", 2016, AccessMonitor and AffinityMonitor
2 2017 Affinity Monitor Data

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