

PHARMA Media Investment Plan : 4 stages

A stepwise multi-media approach to elevate consequences of Disease and empower patients to demand treatment with Brand

MSA expansion based on HCP adoption

Surrounding patients in call-target HCP offices using POC media –Own the Office



DTP expands with a richer mix of health-focused, patient-centric media

Native advertising
WebMD

Geo-fencing
MEDICX

SOCIAL REALITY
EVERYDAY HEALTH

Medivizor
Medivizor

hip
Waiting room cover wraps

pandora
Lead generating Media

For DTC launch 2019, leverage innovative media opportunities to tell the BRAND story and differentiate to consumers

Connected TV

Programmatic

Addressable TV

Social Media

Ultimately expose BRAND communication to 50MM consumers with a mix of channels and tactics to drive brand awareness and requests by name

