

.inStep.Health.

Hello.

**Let's talk
about making
connections.**

It's a new world. Their world.

Consumers are calling the shots in how they interact with brands.

To connect with them, you need to fit into their lives on their terms and empower them with information.

That's what we do best.



Step into their world.

Pharmacy

Every day, consumers take more active roles in their wellness journeys. Through a network of 30,000+ retail locations — including every CVS Pharmacy, Walgreens and Rite Aid store — our pharmacy programs provide the access you need to be there when consumers need you most. Our media displays educate healthcare consumers about your product in a way that's relevant to their experience, and are matched by pharmacist support to ensure when consumers have questions, pharmacists have the right information.

Digital

Connecting with patients and consumers at critical points of care isn't enough. These days, you need to be at the center of their wellness world. Our digital capabilities keep your brand in step with patients and consumers at all times — in the doctor's office, at the pharmacy, and at all points in between.



HCP

Physicians are called upon to recommend the best brand or product for each patient's health and well-being. With a network of 250,000 healthcare providers, our HCP programs ensure you're at the heart of the decision-making process. Through patient education kits and activation bags — containing incentives, samples and materials — we put your brand at the center of critical patient-physician conversations.

Measurement

We deliver comprehensive metrics and insights on each program we execute. By utilizing best-in-class data and third-party analytic resources, we can accurately measure prescription, OTC and CPG sales lift, digital audience composition, physician recommendations and more.

Rx Brand Scenario:

Jim goes to a retail pharmacy for an OTC remedy or other information to address a health need

Upon arrival, Jim gets a notification on his phone to look for your brand in the pharmacy aisle



Jim sees your media display recommending that he learn more about your Rx product



The pharmacist answers Jim's questions based on educational tools he's received

Jim later reviews the educational materials you provided in the pharmacy aisle

As he goes about his day, Jim sees additional digital advertising about your brand



Jim visits his doctor and is sent home with a prescription along with a take-home bag containing additional information

Jim brings the co-pay card he received in his take-home bag to the pharmacy for redemption



OTC Brand Scenario:

Lisa visits her doctor about a health condition she's been dealing with



Lisa arrives at the doctor's office and sees messaging about your product in the waiting area, recommending that she ask her doctor if it's right for her



Doctor treats Lisa and gives her a take home bag filled with start-up materials on your brand, including a sample

Lisa tries the sample and reads through the materials about your product

Lisa receives additional digital ads that remind her to follow through with her product purchase



Now equipped with more information, Lisa purchases your product





InStep Health delivers one platform that creates a full continuum of connections. Contact us today to find out how InStep Health can put your brand in step with the most relevant audience.

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