

**NYCOMED**

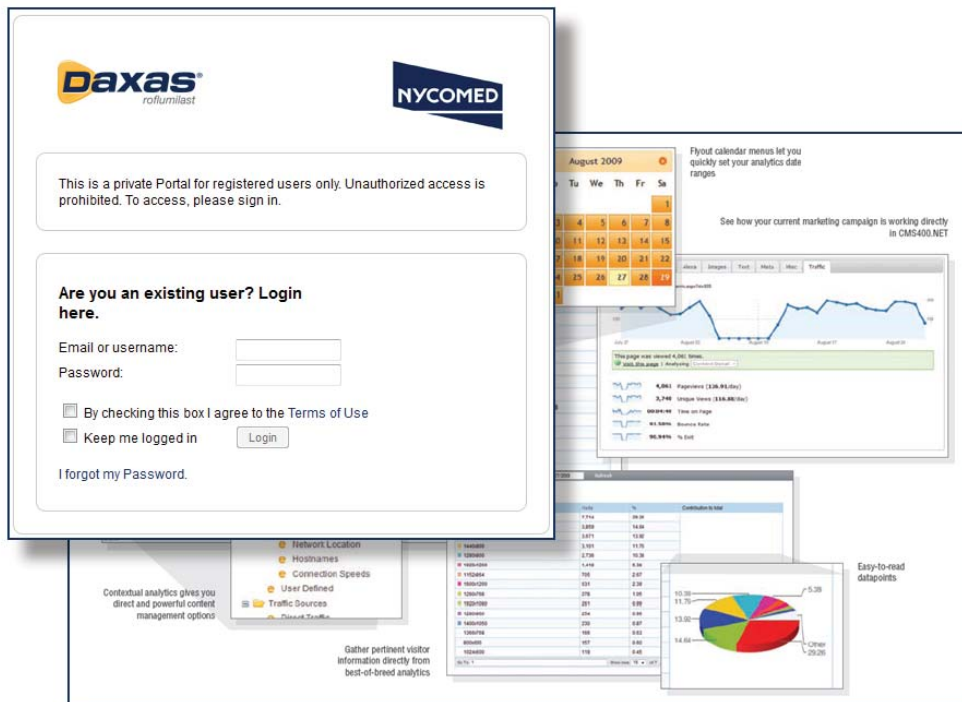
*It is great to know that we can depend on the MERGE team whenever internal resources are scarce. The team at MERGE support us with speedy turn-around on any new programming we request and ultimately, provide us with an online asset highly valuable to us both before and after launch.*

-Rolland Kacsoh  
Sr. Product Manager  
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## Company Profile

Nycomed is a privately owned, global mid-sized pharmaceutical company with headquarters in Zurich, Switzerland. The company employs 12,500 associates worldwide and has affiliates in more than 70 countries, bringing medicines that matter to patients worldwide.

Nycomed has a strong presence in Europe and in fast-growing markets such as Russia/CIS, Latin America, Asia and the Middle East. In the US and Japan its products are available through best-in-class partners. Nycomed encourages an entrepreneurial spirit in all of their employees, regardless of rank or division within the company.

Nycomed is a place to bring and become your very best. They provide a positive work environment and believe in recognizing outstanding accomplishments among teams and individuals

## The Challenge

Nycomed required an online tool set to present and deliver timely information to

Advisory Board members during their DAXAS™ brand launch. The information had to be housed in a secure environment and allow easy administration of content, assets and interactive components such as surveys and questionnaires. Integrated communications tools were also essential to manage and track member actions and activities. User reporting was a critical component to allow Nycomed brand and marketing team members to better understand their positioning with their key market stake holders.

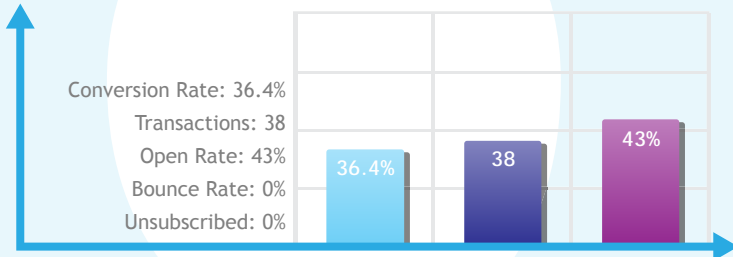
## The Solution

MERGE understands that developing effective e-channel marketing tools and strategies is essential in supporting a brands online success. After assessing Nycomed's needs MERGE proposed MergeRx™ a vertical specific set of applications tailored to the Pharmaceutical market space. Based on the requirements MERGE implemented a content, system user, communications, digital asset, interactive survey and analytic tool set allowing for the rapid deployment of the DAXAS™ Advisory Board site.

## ROI

The core benefits of the DAXAS™ Online Advisory Board program were to facilitate an increased dialogue with key stakeholders and provide analysis back to the brand team on those interactions. These benefits were realized through the deployment of campaign management, content and digital asset management applications allowing for an integrated e-channel solution focused on delivering content and assets to predetermined user groups.

The MergeRx™ tool set allowed Nycomed to attain conversion rates in excess of 35%, resulting in 38 transactions on communications out to the core user population. This success was driven primarily by value added content meshed with interactive components, coupled with a winning communications strategy.



Learn more about how MERGE can help your organization solve real business problems, strengthen relationships, and amplify marketing ROI:

Call Toll Free:  
**1.866.988.9011** (USA & Canada)

Or visit our Website at:  
**[www.merge-solutions.com](http://www.merge-solutions.com)**



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