

# The Landscape has Changed

The industry's only complete and integrated  
Pharmaceutical Marketing Solution

## Respond to the Changing Landscape

The landscape has changed; traditional marketing methods are not performing as they have historically, and the reach into the medical community is increasingly harder to achieve. MERGE Rx recognizes these changes and can provide you with a platform to adapt. MERGE Rx is a software based, closed-loop marketing solution designed specifically for pharmaceutical and life sciences companies. Our solution enables your organization to manage your entire marketing/product life-cycle. MERGE Rx is a powerful and easy-to-use online interactive platform that helps pharmaceutical companies reach no-see physicians and deliver personalized content to Key Opinion Leaders (KOLs), Health Care Professionals (HCPs), patients, and consumers. Knowledge and reach in the marketplace equals greater profit. We can show you how to reach medical professionals and build understanding in the market.

## How the Landscape has Changed

Medical professionals are under increased pressure and are changing their habits:

- Physicians spend less time with pharmaceutical representatives
- Physicians are spending less time attending physical conferences or lunches on medical topics and are looking for information from alternate channels
- 38% of physicians agree they frequently change their prescribing behaviors due to online information
- The majority of physicians' eLearnings are occurring after 7pm in the comfort of their homes
- Increased readership in online journals has spurred a wave of traditional content to be put online

There is a growing recognition within the pharmaceutical community that new tools and techniques are needed to reach medical professionals in a new way.

## The MERGE Rx Platform



MERGE Rx provides you with the tools required to effectively launch and continually manage your brand to reach the medical community. MERGE Rx complements your existing sales and marketing infrastructure to ensure you maximize your existing investments.

MERGE Rx provides a unified platform to help you deliver an impactful brand launch, rather than attempting to plan your activities through multiple disparate systems. MERGE Rx allows for a common platform to be used by your agency or other outside stakeholders to plan and manage all of your events.

## eDetailing



MERGE Rx eDetailing is a personalized and interactive sales tool that delivers a traditional product detail via PDA, Tablet PC, and over the web. You can quickly convey your message to the marketplace and review the interaction between the physician and a detail, which can be delivered in a number of ways such as:

**Self Directed Detail** - On-demand, self-serve information is the trend in the market place today. Health care professionals want to feel in control of their experience and review information according to their timetable.

**Representative Directed Detail** - During an interaction, a representative may use a Tablet PC to take a medical professional through a detail presentation.

## eRoundtable



Medical professionals look to their peers and industry professionals for guidance on new treatment information. The MERGE eRoundtable is an innovative web-based communication and collaboration tool that allows you to gather information and interact with your colleagues. Unlike other communication tools, eRoundtable allows you to review, capture, and associate these valuable interactions to a specific user.

Unlike other web based seminars where essential interactions are lost, MERGE allows it to be catalogued and saved for later use. eRoundtable is a flexible tool that can be used for peer-to-peer, group presentation, and roundtable discussion.

- **Gain Insight into the Behaviour of HCPs**
- **Manage and Track Advisory Board and Group Interactions**
- **Improve Physician Interaction**
- **Align your Message**
- **Train your Team**

## Sample Cabinet



The Sample Cabinet allows medical professionals to order samples online. Easily track orders based upon previous activities to understand and predict sample uptake. The Sample Cabinet is directly tied to MERGE Rx's platform and reporting system to give a full CRM view of a medical professional across multiple brands.

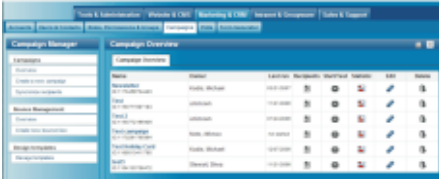
## Content Management



**Brand Enforcement** - Brand consistency across multiple mediums is vital for delivering a consistent message. The MERGE Rx platform ensures that all of your initiatives maintain branding standards. Internal workflow ensures information is accurate before it becomes live.

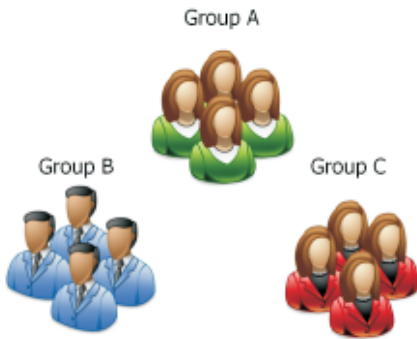
**Content Management** - MERGE Rx Content Management allows brand or marketing managers to have control changes in publishing or any other content they may want to promote to their audience. This extends through to document control, auditing, and editing of content and time-line management.

## Campaign Management



MERGE Rx allows you to easily manage all of your campaigns. Managing marketing campaigns efficiently requires that you have control over creative content so that you can easily store, access, and reuse your creative and marketing materials. Campaign Managers can have all the creative content stored in a central repository for easy access, reuse, and distribution.

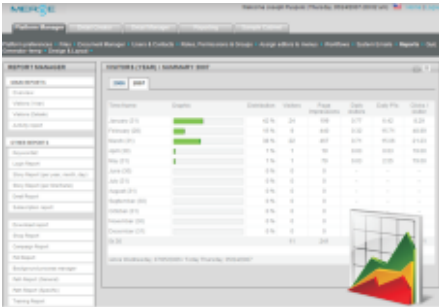
## Customer Segmentation



Deliver customized messaging based on customer segmentation, thereby increasing the performance of marketing efforts. You can uncover smaller and smaller segments of customers and then produce communication and educational programs focused on them. Faced with an increasingly difficult operating environment, pharmaceutical companies are seeking ways to establish close relationships with the medical community.

Market segmentation is ideal for identifying and influencing target groups. Using MERGE Rx, fine-grained segmentation, personalization, knowledge sharing, and experimentation can be deployed in 'conventional' pharmaceutical marketing.

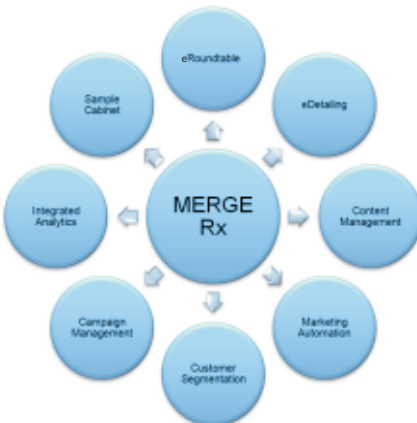
## Integrated Analytics



MERGE Rx Integrated Analytics is a critical component in helping your company compete more aggressively. Typically, organizations face significant challenges in their attempts to take endless amounts of data and turn that into actionable information. Our analytics tools play a critical role in sorting and prioritizing that information so that executives and managers can make appropriate decisions. Traditionally, organizations have relied primarily on multiple analytical tools from various suppliers that are unable to provide a complete picture on one page without considerable time and effort by brand team members.

Track and measure multiple campaigns and initiatives from one location. At a glance, review and manage campaign effectiveness. Whether it be an individual campaign, or a broad portfolio, MERGE Rx can track and measure multiple campaigns and initiatives from one location that allows you to review and manage campaign effectiveness with a single

## Marketing Automation



Our closed-loop marketing automation application, MERGE Rx Marketing Automation, empowers you to manage multi-channel campaigns and provide up-to-date messaging to sales. Lead hand-off is automated to ensure that no opportunity is missed and all possibilities are cultivated. MERGE Rx ensures that you can effectively manage the flow of leads while offering improved interaction and personalization for users, and real-time updates to all necessary stakeholders. MERGE Rx allows you to set custom triggers to manage repeatable processes to ensure all stakeholders are informed.

## Why Use MERGE Rx ?

MERGE Rx allows you to extend your reach to the medical community for a fraction of traditional spending and complements your existing marketing and representative's sales initiatives.

The landscape has changed; traditional marketing methods are not performing as they have historically, and the reach into the medical community is increasingly harder to achieve. MERGE Rx recognizes that brand managers are looking for new tools to get their message to medical professionals.

## How to get MERGE Rx ?

Interested in finding out how you can improve your reach in the market place? Find out the next steps in using MERGE Rx to get the most out of your brand.

What is your marketing challenge? Define your biggest marketing challenge and let our team show you a world of possibilities.

Phone 416-588-9011 or email [info@MergeRx.com](mailto:info@MergeRx.com) or visit [www.MergeRx.com](http://www.MergeRx.com) to find out more about our solutions.

## Our Services

MERGE Rx provides you with more than a platform to execute your market goals - we provide the services to rapidly deploy a solution to meet a crucial deadline. MERGE Rx provides multiple service options to help accommodate your needs. We work with your internal marketing team or agency to ensure that you meet your deadlines and requirements.

## Sample Clients

We continuously work to develop a solution that meets the unique needs of each customer and their respective stakeholders. MERGE Rx has consistently delivered ROI and value to its many customers. Our clients include:



Eli Lilly



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