CONTENT SOLUTIONS FOR HEALTHCARE PROFESSIONALS

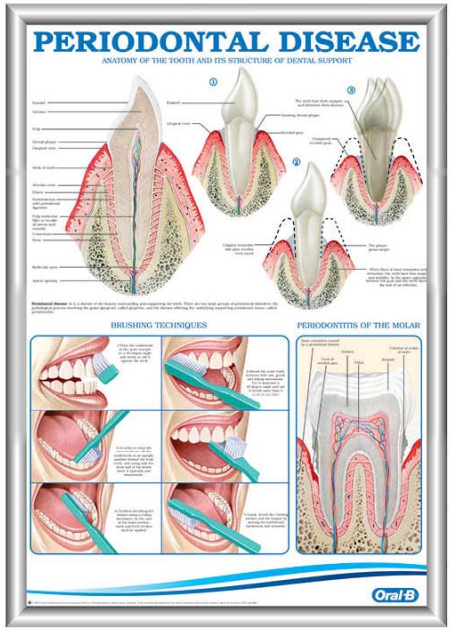


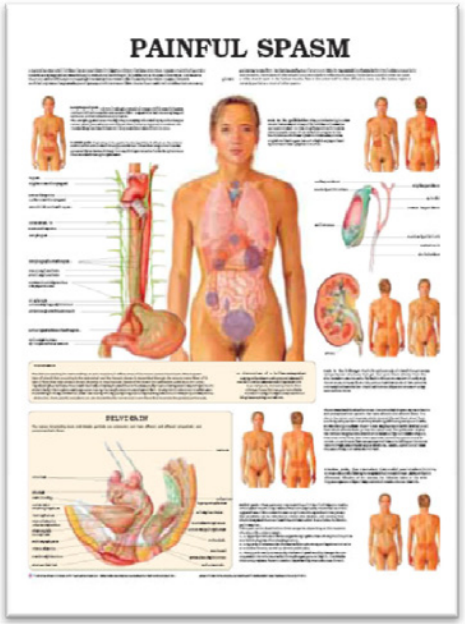
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- Create a more tailored healthcare campaign
- Accelerate the effective delivery of your message
- Get healthcare consumers to take action

Anatomical Wall Charts

Select from 3000 disease topic wall charts. Can be branded and tailored to your requirements.





Cost

Approximate printing and content:

R 60 000 (A2 – 1000 units)

R 90 000 (A2 – 2000 units)

Artwork: R 5 000

Referencing: R 3 000

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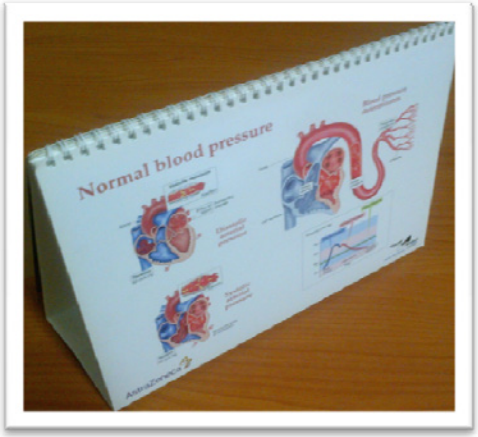
A5 or A4 Flipcharts

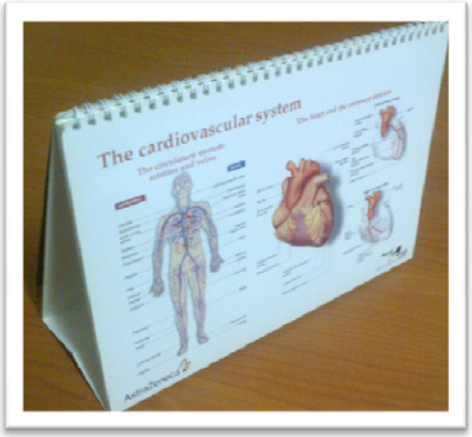
We develop tent-shaped diagnostic flipcharts with images from your specified disease category. Used to educate patients and can be displayed on the doctor's desk. Choose from our existing material - we have images and content for all major categories (e.g. respiratory, cardiovascular, oncology etc.). We can also develop new content. Front cover branding opportunity.

Cost

Approximate printing and content:	**R 65 000 (A5 - 1000 units)**
	R 90 000 (A4 - 1000 units)
Artwork:	**R 6 000**
Referencing:	**R 4 000**

Costs include development





A5 Flipchart Calendars

Tent-shaped flipchart. Each page has images on one side and a calendar on the other. Every page can be branded with one or multiple disease areas from your company.

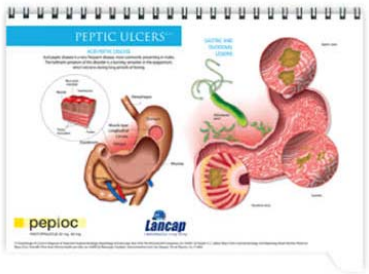
Cost

Approximate printing and content:	**R 80 000 (1000 units)**
	R 230 000 (5000 units)
Artwork:	**R 6 000**
Referencing:	**R 4 000**

Costs include development







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Tent-shaped Desk Stands

Allocated branding space allows product managers to display specific content they would especially like doctors to remember. Includes attached A6 notepad (backed with double-sided tape) that can be replaced when your rep revisits.

Cost

Approximate printing and content:	**R 38 000 (1000 units)**
Artwork:	**R 4 500**

Costs include development





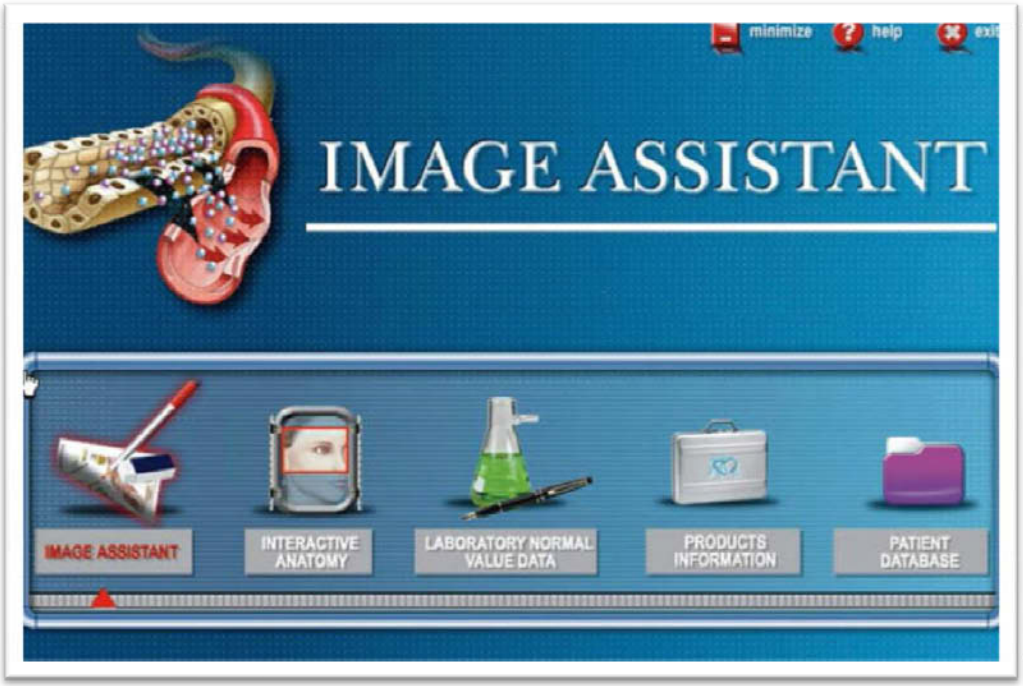


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Image Assistant DVD

High quality range of disease related images in DVD format

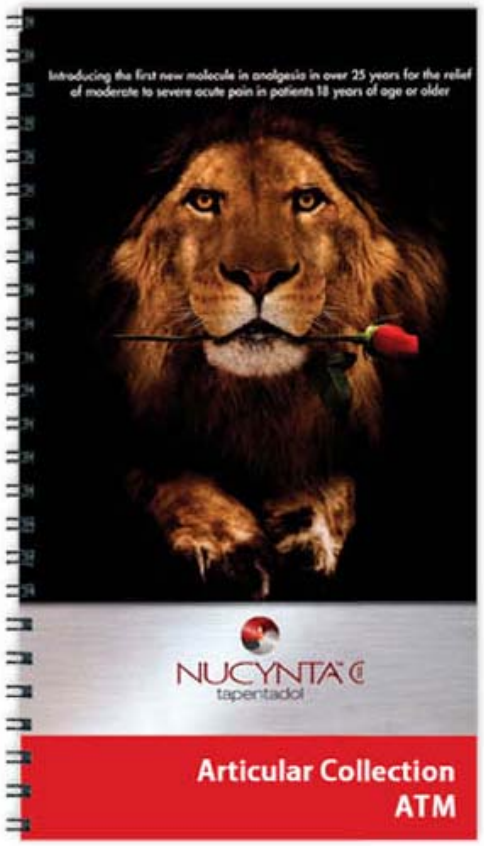
- We develop content relevant to your specific product
- Content includes lab values and an interactive section
- Place for your product information (clinical trials, videos, pack shots, package inserts, marketing material)
- Customised content branding and branding opportunities on DVD disc and cover

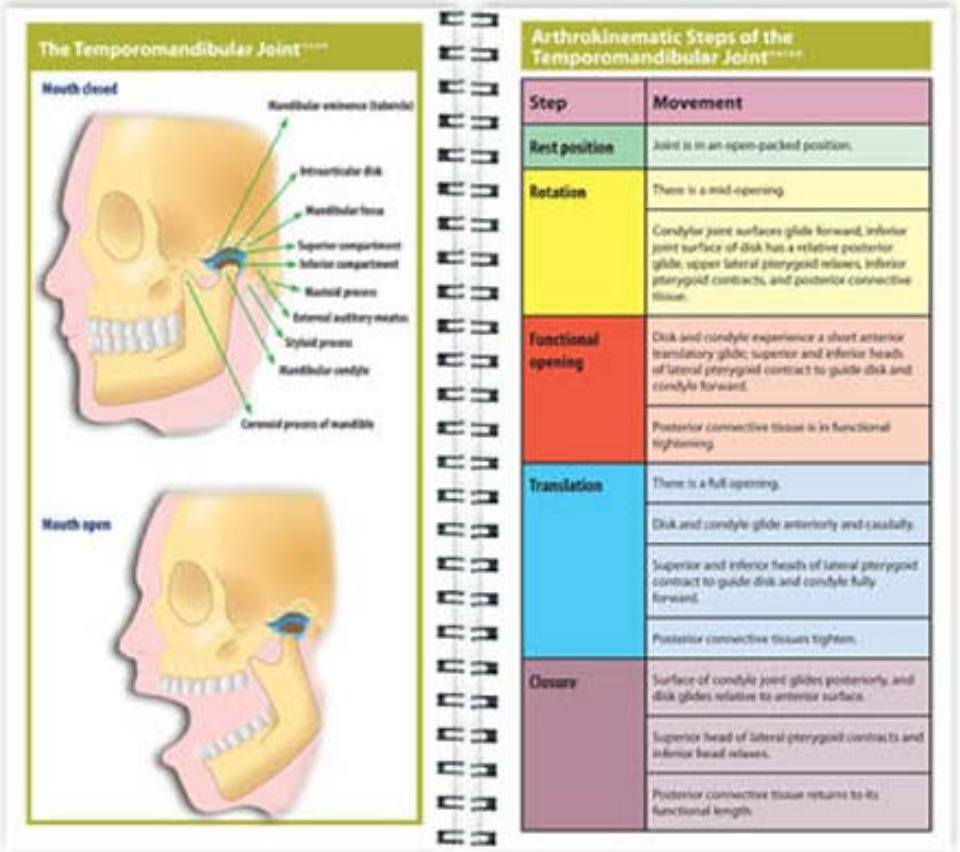


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Pocket Cards

Quick reference diagnostic guide for doctors. Includes screening and treatment guidelines, at-a-glance tables, charts and more. Another point of care brand opportunity.

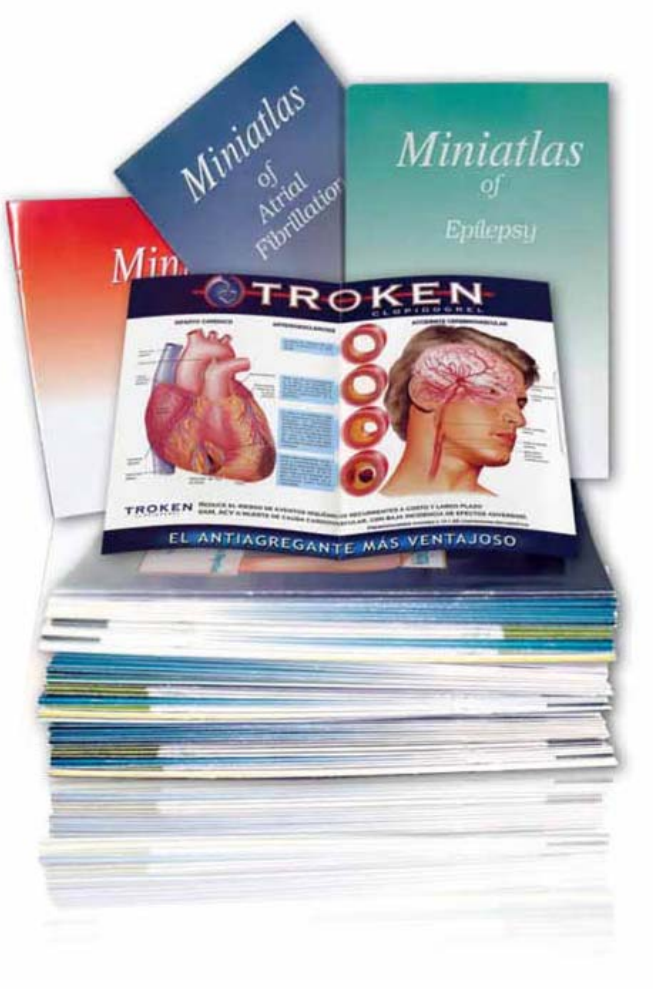




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A6 Mini Atlas

Comprehensive disease-related medical mini atlas designed to facilitate doctor patient communication. Another point of care brand opportunity.



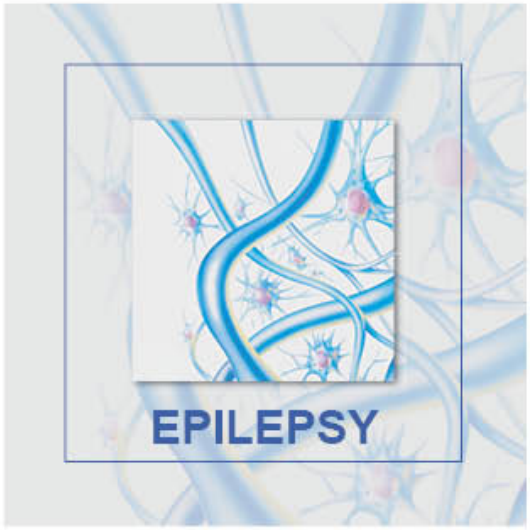
Mobile Wheels

Tailored to suit your product and brand. For example a mobile wheel can demonstrate the stages of your product disease area.

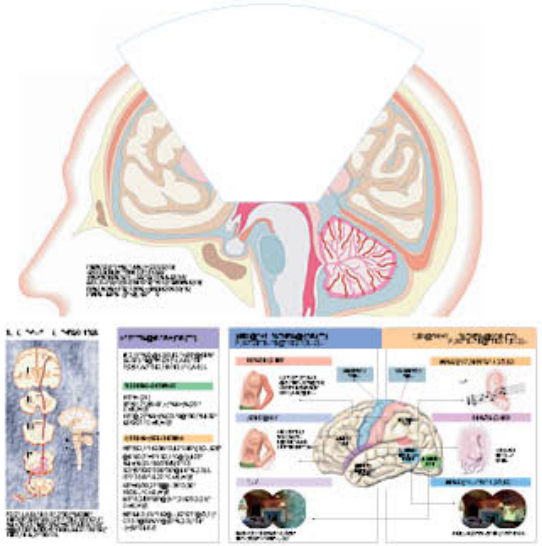
Cost

Approximate printing and content:	**R 60 000 (1000 units)**
Artwork:	**R 5 000**
Referencing:	**R 3 000**

Costs include development







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A3 Drug Interaction Charts

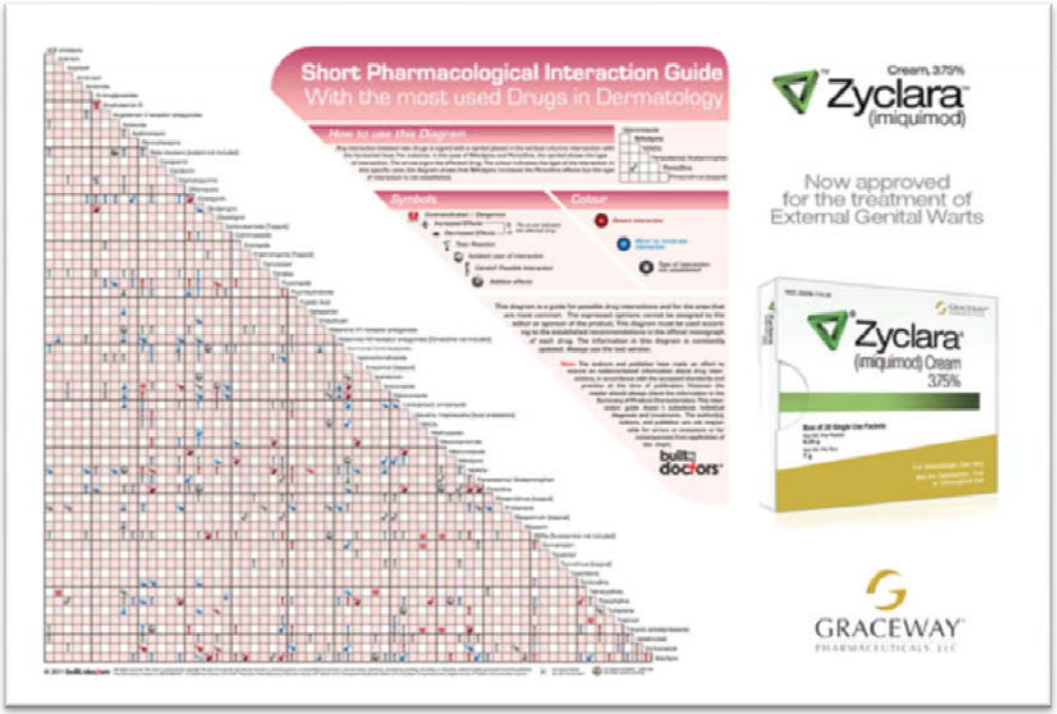
Includes different disease categories and therapeutic areas. Displays drug interactions and their severity levels. Another point of care brand opportunity.

Cost

Approximate printing and content: **R 85 000 (1000 units)**

Referencing: **R 7 500**

Costs include development



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Trend Journals

We develop specialist informative journals for healthcare professionals. Each journal contains articles on a specific disease indication. Information is sourced from a wide range of international magazines. Sponsor a journal to keep Healthcare professionals informed of international trends in fields of interest or speciality disease areas.

Cost

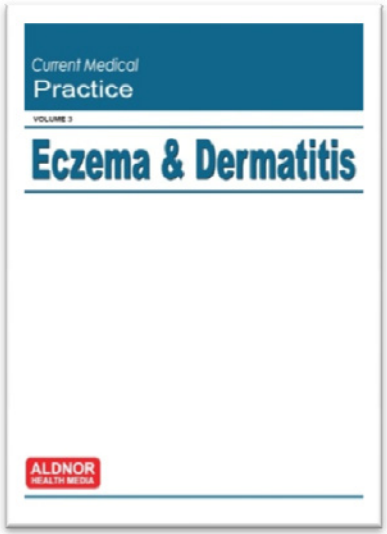
Approximate printing and content: **R 48 000 (500 units)**

R 60 000 (1000 units)

Artwork: **R 4 500**

Costs include development





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Specialised Script Pads with Branding to all Specialities

Currently developing personalised script pads for 275 Paediatricians in cooperation with the Paediatric Management Group.

3 ways to get your brand noticed:

- **Script pads are enclosed in trifold disease and product information branded covers**
- **Every 10th script page contains a full page advert**
- **Images from trifold covers are bound into a reference booklet for ongoing use by the Paediatrician**

Your product information is in front of the Paediatrician for a full quarter - high visibility, top of mind awareness. 10 pads per Paediatrician delivered quarterly





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