



## Case Studies for Successful Pharmaceutical & Healthcare Promotions

### Speak to the Parents

A maker of oral medication flavorings successfully promoted all 42 of their FDA approved flavors by distributing imprinted spoons through retail pharmacies. Pharmacists were able to give the imprinted spoons with pediatric cold and flu prescriptions. Not only did parents receive a useful tool to ensure that they were giving the right dose of medicine to their child, the flavoring company received millions of valuable brand impressions.

### Create an Impression with the Pharmacist

Recognizing the opportunity for a pharmacist to make a “therapeutically equivalent” drug substitution, a generic pharmaceutical company provided imprinted pill counting trays to retail pharmacists. Every time they are counting out pills, the pharmacist is reminded of this generic product.

### Set the Pharmacy Apart from the Competition

With a different chain pharmacy on each street corner, creating a loyal, repeat customer base is a challenge. A mid-size regional chain gave away 75,000 custom-colored large pill reminders imprinted with the store name. Now every day that a recipient uses the pill box, they are reminded of the pharmacy that knew how to show appreciation.

### Offer a Convenient Reminder

Just because someone takes medication four times a day doesn't mean that they don't still enjoy an active lifestyle. A large pharmaceutical company acknowledged this fact by providing imprinted Deluxe One-Day-At-A-Time reminders to their patients so that they could bring one day's worth of pills with them.

### Join the Cause

Promoting the link between exercise and good nutrition, a nutri-pharmaceutical manufacturer offered an imprinted deluxe pedometer on the package with their nutritional supplement.

### Promote Safety and Savings

A large healthcare provider made it easy for their patients on a popular cholesterol-lowering drug to safely save money by providing imprinted Safety Shield tablet cutters. Cutting the double-dose strength pill in half cut the patients' copays in half and doubled the patients' appreciation for the provider.