

This is an edited version of a July interview with Gary Norman, executive vice president and general manager for Rx EDGE, the leader in pharmacy-based, direct-to-consumer pharmaceutical promotion.

## What do you see as major trends in DTC marketing today?

The dominant DTC trend is all about education and targeting—getting closer to the patient. Education influences consumer behavior in creating disease awareness and motivating visits to physicians. Educational information focused on disease awareness and the benefits/side effects of certain prescription drugs can empower patients to speak productively with their doctors.

## How can DTC marketing influence disease awareness?

More than ever, people are actively managing their health care. As a result, consumers have become avid readers of health information and seek it via a variety of sources. By researching a specific condition or just reading about it, you can better prepare yourself and make the right choices concerning possible treatments. Having actionable information readily available in the pharmacy, for example, can help someone better understand symptoms. “The symptoms described in this brochure are what I have, so it’s time to see my doctor.” That’s actionable information. It caused a behavior change that could result in a prescription sale.

## Why is in-store marketing proving to be so effective in reaching consumers?

While other forms of DTC, such as television advertising, can be good for building brand awareness, in-store marketing is more

targeted and provides detailed information that is impossible to communicate in a brief commercial. However, both work well together within the framework of integrated marketing campaigns. In-store marketing can focus on the disease as well as the product. Targeting consumers when they’re thinking about health care in the pharmacy is almost perfect timing for optimal receptivity to brand messages. For example, if



**Gary Norman**  
EVP, General Manager

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information about psoriasis is located in the aisle with moisturizing lotions and medicated creams, you will reach consumers with chronic dry skin problems.

## Why is in-store marketing achieving wide acceptance among brand managers?

One key reason is that Rx EDGE programs are measurable. We use an outside research company to conduct matched-panel studies assessing the impact of all our in-store campaigns. On average, our programs are yielding prescription sales lifts of 10% percent and a return on investment of \$6.40:\$1.00. No other promotional medium’s impact on sales can be measured in such a precise way. Rx EDGE is now a critical promotion vehicle for major pharmaceutical brands. To date, we have worked with more than 75 brands across 50 companies.



Direct-to-Consumer Marketing Solutions

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## Products & Services

**Rx EDGE® Shelf:** prominent information dispensers installed at the shelf near targeted OTC or other products

**Rx EDGE® Counter:** mats and information dispensers installed at the pharmacy counter

**Complete research package:** prescription sales impact analysis conducted by an independent research company

**Authorized placement** at over 18,000 retail pharmacies nationwide

**Comprehensive art and design** services to support your in-store programs