

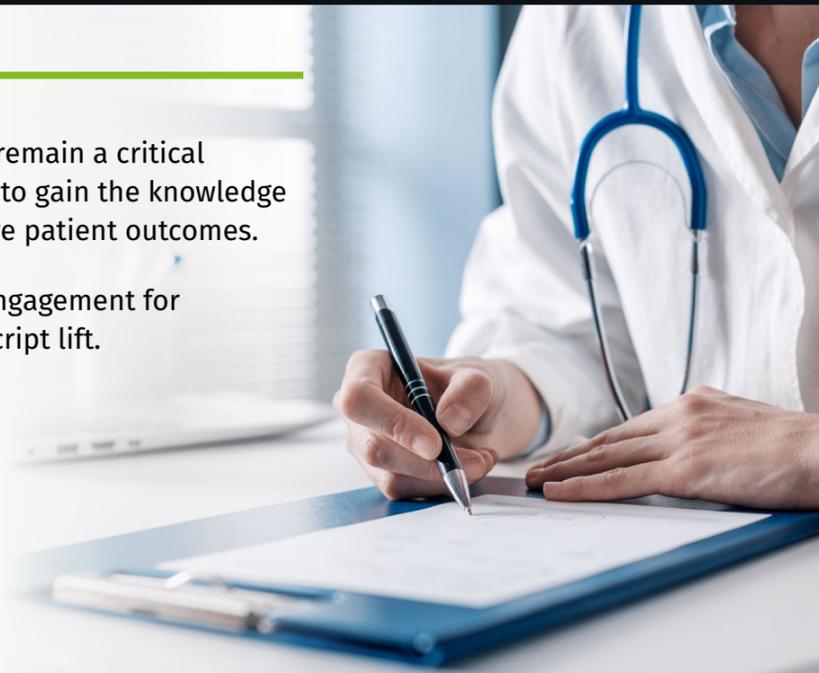
# Growing Market Share With Cover Wrap Ads

How two prescription drugs grew market share through premium cover wrap advertisements on print medical journals

Medical journals—both in print and online—remain a critical resource for healthcare practitioners (HCPs) to gain the knowledge they need to advance their skills and improve patient outcomes.

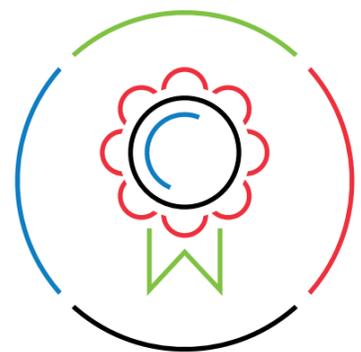
Print journal cover wraps drive high-value engagement for advertisers looking for market growth and script lift.

- ✓ Rise in Prescription Writing
- ✓ Increased Prescriber Penetration
- ✓ Significant Market Growth



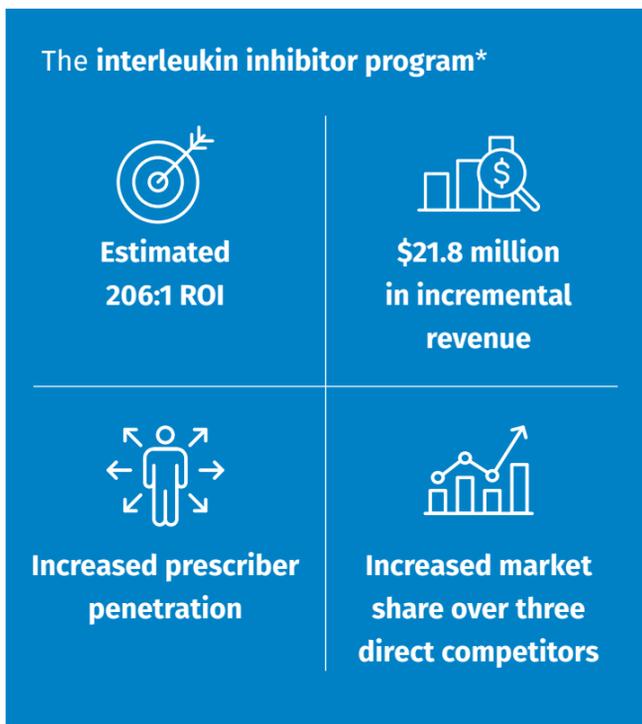
## Exceptional Market Results

Wolters Kluwer partnered with IQVIA, a leading global provider of advanced analytics and clinical research services to the life sciences industry, to formally evaluate two separate cover wrap program's impact on prescribing habits among HCPs—including MDs, NPs, and PAs—and compare the results to several direct market competitors.



Both drugs achieved undeniable market growth and revenue gains, driven directly by the two campaigns. The two prescription drugs were:

- An **interleukin inhibitor**, whose program ran from December 2021 through February 2022
- A **peptide antagonist**, whose program ran from May 2022 through July 2022



## The Right Moment for Prescriber Engagement

When prescribers first pick up a journal, they're at their freshest regarding their readiness to absorb professional content. These cover wrap campaigns:



Created lasting impressions with long-term impact



Engaged HCPs who have never written a prescription for these products



Maintained product appeal among existing prescribers

\*0.04% of the Market data is New Administrations (Dx), and 99.96% is NRx. 0.11% of the PsA data is New Administrations (Dx), and 99.89% is NRx. Since only 0.04% of Market data and 0.11% of PsA data is New Administrations (Dx), Market NRx and New Administrations are called "NRx."

\*\* $(n=4,174)$ . 3.13% of the Market data is New Administrations (Dx), and 96.87% is NRx. 0.14% of the data is New Administrations (Dx), and 99.86% is NRx. For the purpose of this analysis, New Administrations (Dx) and NRx will be referred to as NRx due to the majority of the market being NRx.

## Partner With Lippincott® HCP Access at Wolters Kluwer

The audience solution experts at Lippincott® HCP Access ensure your brand is delivering the right message, in the right format and environment, at the right time.

Contact an expert when you're ready for personalized advice on a successful advertising strategy.