

Brand Pharmaceuticals, Inc.
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▶ **Managed Care Update presented to: Dr. Joseph Smith**

This is an example of a customized piece of collateral that can be used by a Rep to educate a physician on the formulary status of a product or group of products. This can be used as part of a detail call or as a direct mail piece. It can be completely customized based on physician's name, practice, the plan's they accept, product status, field rep information or call to actions such as specific point of contact for any scientific questions or request. You can offer a PURL to the physician or targeted recipient.

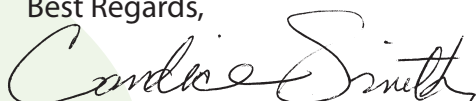
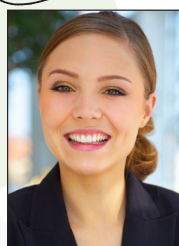
- ▶ **www.pharmabrand.com/DrJosephSmith** is an example of a personal URL. A PURL can follow the naming convention of a related Web property and can include the targeted physician's name in the PURL. Each PURL is unique and creates a dedicated landing page customized for the recipient. It can reinforce the formulary information, other product information as well as provide opportunity for physician to request more information or provide you feedback on product information, sample request etc. It can also allow you to offer updated information on upcoming programs and events as well as offer registration for such events.

| PRODUCT NAME | INSURANCE PROVIDER | PRODUCT STATUS |
|--------------|--|------------------------------|
| Pharma Brand |  | Preferred |
| Pharma Brand |  <small>Horizon Blue Cross Blue Shield of New Jersey</small> | Tier 2 |
| Pharma Brand |  <small>A UnitedHealthcare Company</small> | Tier 3 with Restrictions |
| Pharma Brand |  | Prior Authorization Required |

The information provided is for demonstration only and is not intended for any other purpose.

It has been documented that physicians feel their reps don't provide enough value and why we believe using SalesRxcelerator will create the opportunity to change that perception as well as create a better relationship.

Best Regards,

Candice Smith
 Sales Representative

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Don't' forget that it takes more than one call to action item to get the response. The PURL is waiting to help the end user:

www.pharmabrand.com/DrJosephSmith