

# Notes

MEMOTEXT

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## Article Overview

Organon Canada shares their MEMOTEXT experience

An interview with Meena Bhogal, Sr. Product Manager, Contraceptive Portfolio, Organon Canada Ltd.



MEMOTEXT, featured in the July issue of FeedGrowth - an online resource of bitesized growth ideas for marketing executives.

To see the full story visit:

<http://feedgrowth.com/scheduling/lets-do-lunch/>

For more information call:  
1.877.MEMO.TXT  
(636.6898)

or visit us online at:

<http://www.memotext.com>

## MEMOTEXT Successfully Reminds Women to Take Contraceptives

In a recent discussion with Meena Bhogal, Sr. Product Manager, Contraceptive Portfolio, Organon Canada Ltd., we asked how the RemindMeToday program is doing and whether MEMOTEXT has delivered on its promises.

*What did you hope to accomplish with this program?*

- Offer our patients a unique added value product offering by way of a discreet and easy to use adherence program.
- Differentiate our products from the competition.

*Why did you choose MEMOTEXT?*

- First to approach us
- Unique product offering that provided great value.

*What are the benefits to Organon?*

- Positive brand and corporate image.

*What are the benefits to your customers?*

- Added value and service with our product choice for the same price as competitor products

*“Service is what makes the difference when working with partners. Our expectations have been met throughout the entire process.”*

— Meena

*How have the patients received their personalized adherence messages?*

- Mobile text messaging or land line telephone calls

*Would you recommend MEMOTEXT to other brand managers?*

**Definitely!**

*Why?*

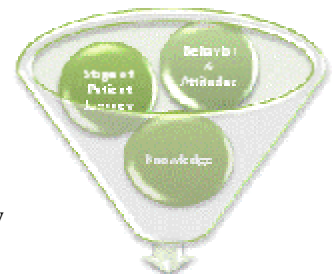
- I have been very pleased with the professionalism offered by the MEMOTEXT team.
- Timelines and deadlines have been met promptly
- Delivery is great
- Reporting is solid

## Disease Management and Patient Adherence Research Opportunities

MEMOTEXT will be conducting disease specific research in September with a focus on improving treatment adherence levels for specific conditions. Interested parties need to register with MEMOTEXT by August 3, 2007. Please contact Jacquie Rankin, Director New Business at 1877.636.6898 or via email at [jrankin@memotext.com](mailto:jrankin@memotext.com) to learn more about our research initiatives.

### Did you know?

MEMOTEXT screens patients based on knowledge, patient journey, attitudes and behaviors. Patient's adherence programs are personalized based on their profile and lifestyle. MEMOTEXT incorporates feedback and adherence monitoring into all our new programs to ensure tailored metrics are obtained.



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