

# Notes

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## Brands On the Move

**Rexall** – “Building stronger patient-pharmacist relationships to ensure best management of consumer health.”

- Rexall Medication Reminder
- Rx Ready Program
- Rexall Meds Check
- Replenish and Renew Nutrient Depletion Program

ePharm5 says **being helpful to consumers is key** to mobile campaigns- and building brands.

## Spotlight

### m-Healthcare Initiatives for Improving Outpatient Adherence

In this 2005 report, the authors are clear: “... medical decisions should be based on collaboration and partnership between patients and their healthcare providers, and this involves a close and continuous dialogue. Mobile solutions would help to foster better communications with patients and encourage active involvement in their own care.”

Source: McMaster eBusiness Research Centre

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## MEMOTEXT<sup>®</sup> & Biogen Idec Canada Announce Ground-Breaking Partnership to help patients with MS

Patients with Multiple Sclerosis (MS) who take the once-a-week prescription injection AVONEX<sup>®</sup> (interferon beta-1a) will now be able to benefit from a free and unique adherence solution. The program, named **AVOTALK**, is a telephone reminder service for patients who are prescribed AVONEX. With direct links to live nurse-educators at the MS Alliance call center, the program provides support, education and reminders 24x7.

“We are thrilled to be able to offer this unique service to MS patients, to help improve adherence rates, and help preserve patients’ abilities” says Jamie Twiselton, Specialty Marketing Services Manager at Biogen Idec. “Our goal is to strive to help improve patient outcomes, which is why this program and partnership is a perfect fit for Biogen Idec Canada. We are pleased we can provide this free program to anyone currently taking AVONEX.”

## MEMOTEXT<sup>®</sup> profiled in “Opportunity Texts: Mobile Marketing and the Pharmaceutical Industry”

A recent article by ePharm5, a pharmaceutical research and reporting firm, examines the **current state of mobile marketing** and pharmaceutical adoption of mobile technologies as integrated components of marketing campaigns.

Experts are clear- Pharmaceutical companies have not yet capitalized on the wide opportunities for mobile marketing. Although there are currently **237 million U.S. wireless subscribers** and **70% of those use text messaging**, pharma is reluctant to jump into the proverbial pool with FDA fair balance requirements so difficult to include on small screens.

Experts stress that **timing for market entry** may actually be ideal because of the opportunity to capture **‘first to market’** advantage.

Three approaches enjoying **early successes** with mobile campaigns include **adherence solutions, couponing** and unbranded **informational campaigns**.

Adherence programs demonstrate a **91% retention rate**, couponing programs achieving a **55% redemption rate**.

One of the biggest benefits of targeted informational campaigns is the **opportunity for pharma** to position itself strategically as

a **‘trusted advisor’**. Over time, the position becomes entrenched making it increasingly difficult for competitors.

“Mobile communications has the unique ability to build a **direct dialog with patients**. Ongoing support, reminders and timely health information greatly enhance a patient’s lifestyle. **It’s the missing link in health care**,” says Amos Adler of MEMOTEXT<sup>®</sup>.

The article identifies **3 essentials for successful mobile campaigns** and offers tips on common pitfalls. They also debunk the myth that it’s primarily the youth demographic using text messaging and web applications.

Insightful statistics on demographics and trends include **specifics for pharmaceutical campaigns** to achieve 360° campaign integration.

### *Give Up My Cell Phone?*

When asked by researchers which communications technology they couldn’t live without, **over 50%** said it would be **very hard to give up their cell phones**.

For the full article, visit the following link:  
<http://www.hcmarketplace.com/prod-6393-ER69215A.html>