

We know the neighborhood

We are ready to help you increase your business.

Our Mission:

To develop innovative eMarketing programs that accelerate the rate at which a pharmaceutical company builds their brands and creates long-lasting and profitable relationships with both patients and professionals.

Our Solutions:

- eAudits and Optimization Strategies
- Web Site Development (blind and branded)
- Consumer/Patient On-line Acquisition
- On-line Media Planning/Buying
- PDA/Wireless Development
- On-Line CME
- On-line Professional Advocacy Programs
- On-line Research Efforts
- Cross-Media Integration
- Global Capabilities
- WebCasting

Key Facts:

Owned by: WPP, part of the Y&R network of companies

n^{oo} of offices: 7 offices in 5 countries

n^{oo} of employees: 50

n^{oo} of projects in development: 15

Group Principals:

20 plus years experience in pharmaceutical marketing and technical development:

Anthony S. Manson | SVP, Managing Director |
Formerly GM, Brand Dialogue North America

Bob Paine | Director of Technology |
Formerly Director IT Marketing
Alliance Unichem, UK

Contact Information:

Anthony_Manson@avee-health.com
(212) 614-4909



WEB DEVELOPMENT WEB DEVELOPMENT

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WEB DEVELOPMENT

"The best identification of a great advertisement is that its public is not only strongly sold by it, but that both the public and the advertising world remember it for a long time as an admirable piece of work."

– Raymond Rubicam

When you create ads for your product, you spend months crafting the strategy, getting it approved, briefing the teams, shepherding the process, watching while creative is crafted that you are proud of, that your boss likes, and that works.

Why would you start over now, when you need to get on the web?

Avenue-e is a part of your process. We understand the work you do, and we know exactly what you have had to go through. But, we also know that what you have created for TV or print won't work as a website, because we know our business and our audience.

At Avenue-e we use your creative to craft the look and feel of the web communications for your brand. Our team takes over where our expertise does, in translating your hard-won brand essence into a website, or CD, or banner ad.

MEDICAL EDUCATION MEDICAL EDUCATION

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MEDICAL EDUCATION

We don't receive wisdom; we must discover it for ourselves after a journey that no one else can take for us or spare us.

– Marcel Proust

You know that you can reach your audience using targeted CME. You've even read that there are on-line resources where doctors can get those much needed credits in the middle of the night as they finish their licensing forms. But you did a search and there are 229,000 sites that offer CME, and that is after you eliminated the Chicago Mercantile Exchange from your hunt.

To make your program effective, what do you do, and where should it go?

Avenue-e is where you should start. We understand what it takes to bring a med-ed program on-line. But we know that putting that relevant information in front of the best physicians is just the start. We use new technologies to make the media and the message powerful motivators, because the real goal is getting doctors to pay attention to the message.

Your audience needs to be intrigued; they need to be captivated, and they need to be motivated. You can always fall back on money; but at Avenue-e, we like to think we can make knowledge, and the pursuit of it, its own reward.



RESEARCH RESEARCH RESEARCH

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RESEARCH

**What you don't know will most certainly hurt you...
at least when it comes to interactive marketing**

You'd never consider making a print buy without knowing everything you could about who the buy would reach; and you'd never spend your advertising or promotional dollars without proof that the money was going to influence purchase decision makers.

So why would you work differently when it comes to interactive communications?

At Avenue-e, we know that more Internet users have sought medical information on the Web than have shopped online, looked up stock quotes, or checked sports scores, and a majority of them go online at least once a month to get health information. But we also know that data like these are not knowledge, which is why for us, Internet research is a science, a craft, and an art.

Avenue-e has created a proprietary on-line research and market analysis process that combines the analog world's media research, consumer insights, and competitive analysis into a single report.

It is the first step in the development of specific, targeted, interactive initiatives.



MEDIA MEDIA MEDIA MEDIA



MEDIA

Which came first, the medium or the message? Was it ever decided?

You know you check the reach and frequency for every media buy. You have years of experience that convince you not to make a media buy that doesn't match your brand's demographics.

But you think you should work differently on the Internet?

At Avenue-e, we know that although almost 100 million Americans went on-line in search of health information – and 70% of them said that what they found influenced their treatment decisions.

Knowing that you want to reach people does you no good when presented with the sometimes meaningless options and confusing babble that have made – and unmade – the Internet advertising business.

As part of our process, we research the sites, their claims, their reach, their financials, as well as where the competition is. Plus, we remember that this is about integrated marketing; so we will integrate our web plan with your traditional plan.

TECHNOLOGY INITIATIVES

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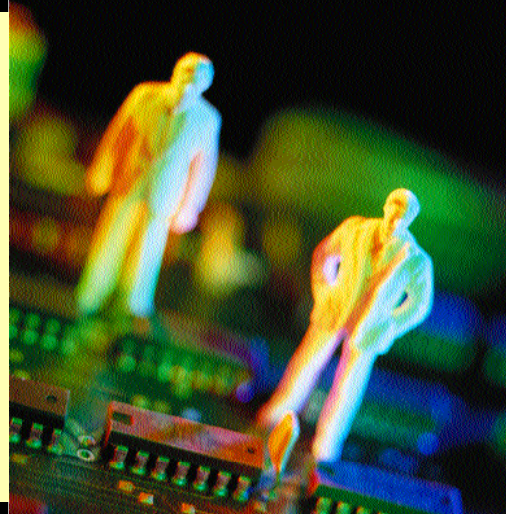
Save \$200 on your next doctor's visit... or maybe you don't think you should care.

You know that the typical cost of an office visit by a pharmaceutical sales representative can range upwards from \$200, and that increasing the effectiveness of sales reps is one of the most significant opportunities for pharmaceutical promotion.

So why wouldn't you use every tool you can find to lower this number?

At Avenue-e, we know that most physicians now go on-line on a daily basis, and two out of every five doctors work in practices that have Web sites. But we also know that unless you have a compelling product to put in front of a doctor, you'll never hold their interest.

It could be a multimedia presentation of product benefits with an honorarium, an interactive delivery of medical studies and support materials, multimedia CME, fulfillment, or thought-leader presentations, promotional meetings, speakers training, or dinner meetings in an online interactive format.



PUBLIC RELATIONS PUBLIC RELATIONS

PUBLIC RELATIONS

PUBLIC RELATIONS



PUBLIC RELATIONS

How is a tree falling in a forest like your website?

We're all marketing people here, so you probably know the answer. You know that mounting a significant initiative without adequate PR support means you aren't doing enough to make sure the right people hear about it.

So do you really want to do that to your Internet audience?

At Avenue-e, we know that the best way to get people to your website is if other people they know and like are talking about it. But we also know that if it were easy to get people to a new website, then everyone would do it.

At Avenue-e we target the relevant, appropriate, and even famous to act as ambassadors and proselytizers for our interactive applications.

We have proof, both for our clients and competitors, that this kind of concerted PR gets any on-line viral marketing plan off to a measurably strong start.

innovative eMarketing programs that accelerate the rate at which pharmaceutical companies build brands

Mr. Anthony Manson	Event Title	City	State	Date	Status
Lexapro Speakers Bureau				Thursday, September 28, 2002	Pending
Lexapro Speakers Bureau				Thursday, October 3, 2002	Pending
Lexapro Speakers Bureau				Thursday, October 3, 2002	Pending
Lexapro Speakers Bureau				Friday, October 4, 2002	Pending
Lexapro Speakers Bureau				Thursday, November 7, 2002	Pending

Product Overview

Avenue-e Health Strategies and IntraMed have collaborated to launch eMMA™, a suite of Internet applications that accelerate marketing programs to medical professionals.



E-MEETING MANAGEMENT APPLICATIONS

Avenue-e Health Strategies and IntraMed have created eMMA™, a suite of Internet solutions that they have been developing for almost a year.

eMMA, eMeeting Management Applications, is designed to maximize the effectiveness of medical education programs and other professional outreach initiatives by integrating all the points of touch into a single suite of tools. The core of the system is a robust, multi-user, relational database, protected inside the Avenue-e firewalls, with access levels for both internal and external audiences.

eMMA Meeting Manager is an internal and external speakers bureau management application that allows for complete and turnkey meeting set up, stewardship, coordination, and reporting of medical education speakers, MSIs, and corporate sales force.

eMMA	
Manage Events To Do List Add Event Search Log Out	
Event Details	
Event Number:	P100934
Event Category:	
Event Status:	Confirmed
Event Title:	
Event Type:	Dinner Meeting
Event Description:	
Topic Name:	Lexapro Speakers Bureau
Topic Description:	Refining the Management of Depression
Pharmaceutical Company Name:	Forest Labs
Product Name:	Lexapro
Territory Number:	5305103
Sales Reps:	11 Diamond Burn Ortiz, Restaurant Default Room Franklin Ave Dallas TX
Location:	

the following questions con	
Your first name	Tom
Your last name	Kidwell
Product	Angiomax
Your phone number	(978) 476 4877
Event location:	
Event type:	Dinner Meeting
Preferred speaker	
Preferred meeting date(s)	October 11, 2002

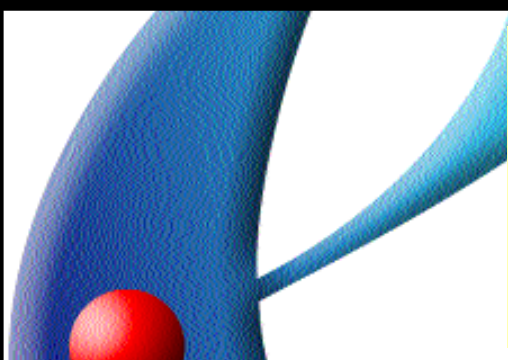
My eMMA is an extranet application of the eMMA database. It gives the pharmaceutical sales force access to every aspect of an ongoing speaker's bureau program. They can directly access their weekly meeting schedule, request additional meetings, print reports, and review details about speakers, all from a standard web browser.

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Product Overview

More about eMMA™, and how we used it to knit together diverse Internet applications that produce results for the medical marketing professional.



E-MEETING MANAGEMENT APPLICATIONS

Working so closely with our clients, we knew in creating eMMA™ that in order for it to truly maximize the effectiveness of a medical education program it had to go beyond just a database and ways to access it. The full suite of eMMA applications integrates all the points of touch into a single suite of tools. Clients can opt to use any or all of the eMMA offerings, depending on their programs and their place in the lifecycle of their product.



eMMA SlideSource is a globally accessible, digital asset management tool that aids the professional and gives sales reps another reason to make a call. It supports the efficient dissemination of medical education materials around the world, allowing access anytime, anywhere. This application is powered by Presentation Librarian™.

eMMA TV™ is a platform for broadcasting live events and interactive medical education programs. It enables a meeting to be held live on the Internet while supporting post-event information dissemination through video, audio, slides, transcripts, and surveys. eMMA TV is powered by StreamPipe™.

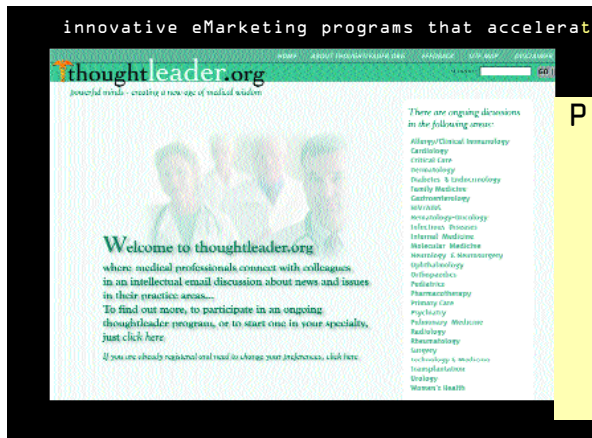


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innovative eMarketing programs that accelerate the rate at which pharmaceutical companies build brands



Product Overview

Creating advocacy is a critical strategy for today's professional pharmaceutical marketing environment. Thoughtleader.org allows you to engage regular opinion leaders in communicating with their peers on your behalf.



How does it work?

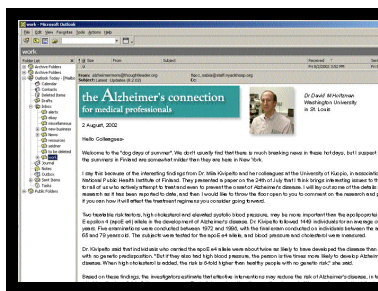
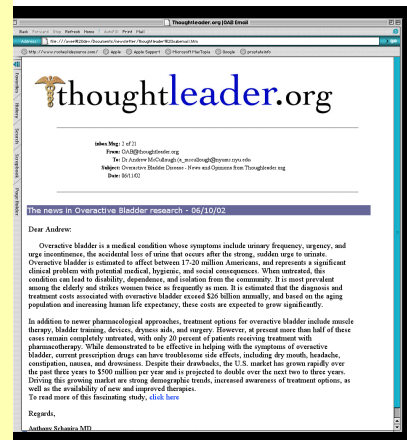
A key opinion leader in a specific therapeutic category is approached to lead a high level discussion group on thoughtleader.org.

A sponsored email invitation is sent to a targeted list of physicians offering a subscription to a monthly thoughtleader email or fax.

All opt in physicians are sent a high value opinion piece from the thoughtleader.

Each thoughtleader email or fax has a response mechanism allowing the recipient to respond to thoughtleader.org with his or her opinion.

Then opinions will be reviewed and posted on thoughtleader.org.



The Benefits

Influence hard to reach key opinion leaders and top physicians

Lead the discussion to your end points

Drive opinion and build advocacy

Measure Response and effectiveness

Supports and extends existing thought leader marketing programs

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Creating the definitive source of prostate cancer information on the web through massive integration

Case Study

AstraZeneca, IntraMed, and Avenue-e have created a comprehensive source of information and support about prostate cancer, and we have gotten the word out.

ProstateInfo.com was the only industry website to be cited in two separate articles as a top Web resource in the February 2002 issue of Urologic Oncology.

ProstateInfo.com

Avenue-e has been working with the AstraZeneca Urology group on their highly successful website, ProstateInfo.com, since its inception. The site has always benefited from the tight integration enjoyed by Avenue-e with its sister companies, IntraMed and Sudler & Hennessey. With these resources to draw upon, finding content for the site has never been an issue; in fact, IntraMed's educational materials for AstraZeneca are required reading for every prostate cancer patient. So the site has comprehensive, relevant content, coupled with an intuitive architecture and interactive applications for both patient and professional. The only thing the site lacks is traffic.

In the analog world, the brand enjoys extraordinary results. The Y&R, Sudler, IntraMed integration pays off for AstraZeneca. Building on this success, Avenue-e has been able to create a multi-tiered program that uses paid banner advertising, sponsorships, content franchising, and search engine optimization to bring the value inherent in ProstateInfo.com into the Internet public's eye.

Since its inception, the program has increased ProstateInfo.com's listings in the search engines by 467%. User registrations are up by 50%, and site traffic has increased 300%. Perhaps more importantly, ProstateInfo.com is now creating and sponsoring softly branded educational messaging on OncoLink, MedScape, the American College of Radiation Oncology website, and on Healthology. The value of this content, both to patients and for the positive image of AstraZeneca, is enormous.

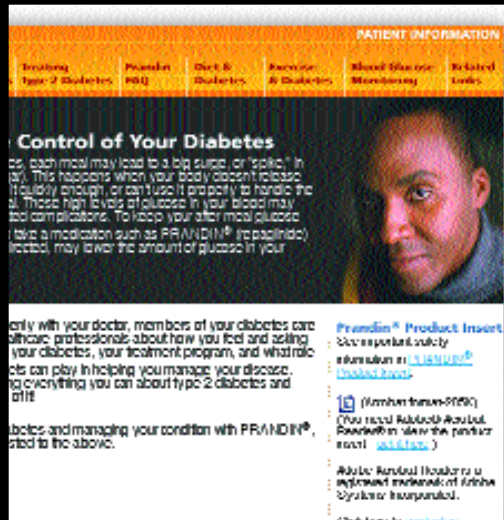
The site has content for patients, their caregivers, patient advocates, oncologists, urologists, and oncological nurses. In short, ProstateInfo.com meets every requirement of a great branded site: it is relevant, non-partisan, involving, and it is of value to every constituent of the prostate cancer universe.

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Exceptional project management, communication, follow-up and attention to detail



Case Study

Delivering any website in 21 working days would be a challenge for anyone at any time. But add in a new client relationship, a dearth of materials, Flash® animation, foreign hosting, and different expectations from client brand and e-marketing teams, and you have the recipe for...

an unqualified success story!

Prandin.com

The relationship between Novo Nordisk Pharmaceuticals and their professional agency, Sentrix Global Communications, was new, as was the relationship between Novo and Avenue-*e*. Nonetheless, all three organizations conspired to produce a major corporate on-line branding initiative in record time.

The deadline was mandated by the brand team; and at 21 days, seemed unrealistic. But the challenges faced by the development team didn't end there. There was also a new professional campaign to be incorporated (although it was still in development), the new consumer campaign hadn't even started; plus the legacy CRM content still had to be incorporated.

However, the integrated agencies and client worked together to develop a simple solution that solved every difficulty. They were aggressively project managed by Avenue-*e*. We created an almost minute to minute project plan, forced everyone to cleave to it, set realistic goals, identified all the potential issues, and communicated constantly.

The team, Sentrix, Novo, and Avenue-*e*, was empowered by the brand group to make the decisions that were integral to getting the work done. Issues like the presence of Flash® on the home page (no longer on the home page but linked to it), the lack of time for med/legal review (shortening the production timetable and getting a copy deck pre-approved), and the lack of consumer content (give what little existed to a practiced consumer copy-writer to flesh out, and revisit in three months after additional material had been crafted).

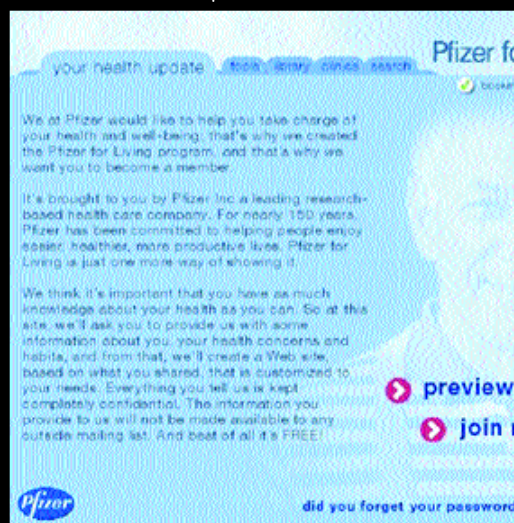
But most importantly, the schedule forced everyone to focus on the goal and the rigorous attention to detail that Avenue-*e* has brought to the project to make that goal a reality.

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Pfizer Helps 50+ Patients Take Control of Their Health...Online



Case Study

Customer retention requires special care, especially when you're not in direct contact with your end customer. But pharmaceutical giant Pfizer has developed a clever way to stay in touch with some of its best customers, and to keep their prescription names top-of-mind when it comes time for those folks to visit their physicians.

PfizerforLiving.com

The company's relationship marketing website, PfizerforLiving.com, broke new ground for Pfizer, and received the "Most Effective Customer Relationship Management Strategy" award at the March 2001 Global Pharmaceutical Awards.

In exchange for contact information, Pfizer for Living allows people in "the 50+ age group" to create a personalized Internet profile and access interactive health tools, such as medication tracker, exercise log, body mass index calculator, health information resource center and more. Depending upon the data submitted, which includes a checklist of Pfizer medications being taken and current medical conditions, as well as health care survey questions and opportunities to request more information, Pfizer for Living will select and send direct-mail materials on topics of interest and the program in general. Program participants may opt out of Pfizer for Living e-mail updates.

Pfizer for Living also offers a convenient "refer a friend" feature, which allows members to invite a friend to join by providing a name and e-mail address. Invited friends get a personalized e-mail with a direct link to the Pfizer for Living registration page – and Pfizer gets a shot at another qualified lead.

Note: Pfizer is not currently a client of Avenue-e. This program was created by one of Avenue-e's principals, Anthony Manson.

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Overview:

Avenue-e has extensive experience in crafting eCME solutions, web application designs, and audio/video streaming within the healthcare field. Our team has tested and evolved an educational strategy to enhance the effectiveness of off line CME programs.

Our product allows a brand to own eCME for their therapeutic category and rapidly build reach against key physician targets.

Contact
Nicole_Johnson@avee-health.com
to obtain a copy of the
Continuing Medical Education
Survey.

Avenue-e is committed to researching the habits of physicians and delivering educational offerings that challenge the best and the brightest. During the month of July 2002, Avenue-e interviewed a panel of physicians regarding their opinions about Continuing Medical Education.

The survey had several key objectives:

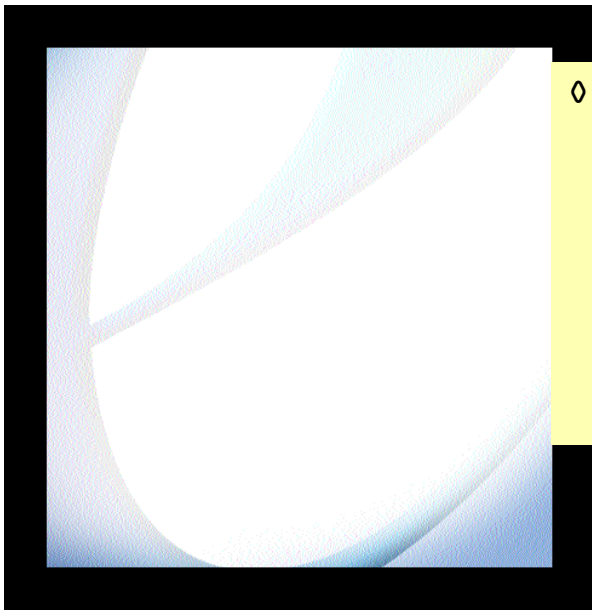
- Determine how physicians defined “Continuing Medical Education” and how this differed, if at all, from the term, “Medical Education”;
- Establish how the panel met their CME needs and recent trends;
- Identify sources of CME;
- Gauge interest in receiving e-mails about medical advances in their specialties as well as pharmaceutical company medical education sites;
- Desired changes in medical education; and
- Interest in four new interactive ideas.

Each interview lasted for 30-40 minutes.

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Overview:

Our experience and ingenuity allow us to leverage the Internet to deliver this essential information to the healthcare community when and where it is needed.

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Continuing Medical Education
Survey.

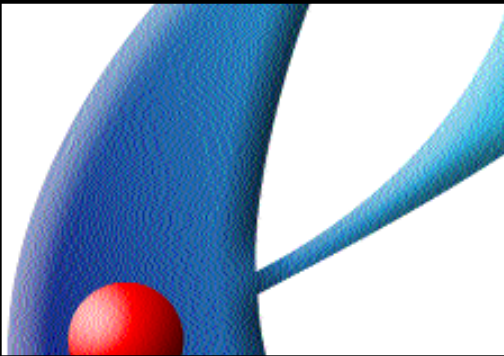
Key Points:

- eCME research conducted by Avenue-e found that the Internet is a critical tool for continuing education and a growing channel for CME. The majority (2/3) of physicians that participated in the research study claimed that they are using the Internet more frequently for medical education;
- 61% of the physicians that participated in the eCME research survey reported that they currently visit pharmaceutical company sites. Physicians value sites that are unbiased and offered something unique such as patient information and CME programs with post-tests;
- In a recent survey of U.S. Physicians, 97 percent said online CME is the medical professions learning tool for the future, 38 percent selected the Internet as the preferred forum for CME, and 28 percent preferred professional conferences. (Pharmaceutical Executive, October 2002);
- According to a November 2001 Harris poll, 93 percent of physicians said online content affected their knowledge of new treatments, including drugs, and 73 percent said information on the Internet affected their prescribing habits;
- An August 2002 Harris poll showed that 94 percent of physicians use a computer in their practice.

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Anthony Manson

**SVP, Managing Director
Avenue-e Health Strategies**

Anthony Manson is Senior Vice President, Managing Director of Sudler & Hennessey's interactive division, Avenue-e Health Strategies.

He is responsible for the development and deployment of eHealth programs in partnership with each of Sudler & Hennessey's network of companies. Avenue-e Health Strategies offers custom interactive solutions and services that can help build a health care company's business and support their products through every phase of a lifecycle.

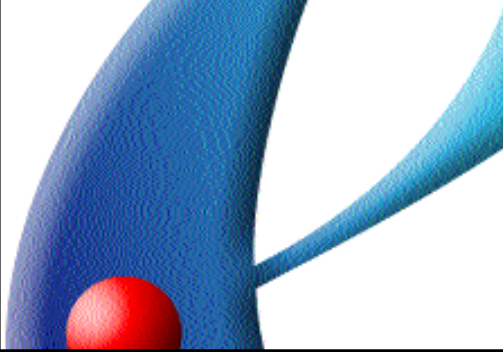
Anthony joined Sudler & Hennessey from PowerOne Media Inc., where he was EVP/General Manager. PowerOne Media is the largest provider of Internet services to leading US media companies such as Hearst, Scripps, and Pulitzer. At PowerOne Media Inc., Anthony oversaw the development of multiple Internet products that enable local media properties to monetize their presence on the Internet.

Prior to PowerOne, Anthony was at Young & Rubicam's interactive marketing unit, Brand Dialogue. He founded Brand Dialogue in 1993 and served as Senior Vice President and Director of North American Operations, growing the business to over a staff of 90 employees. A major part of his involvement was overseeing several major ehealth efforts for such leading health care companies as American Home Products, Colgate, Glaxo, Merck, Parke-Davis, Pfizer, and Roche. He was also responsible for developing and launching one of the most successful on-line customer relationship programs for Pfizer, which won several ePharma awards, including one at the 2001 Global Pharmaceutical Awards.

Prior to Brand Dialogue, he held several positions in Young & Rubicam's media department, where his responsibilities included directing media planning operations on several \$50 million plus accounts, including AT&T and Kentucky Fried Chicken.

Anthony is married, with two sons, and holds a bachelor of arts degree in Economics from Hamilton College.





B o b P a i n e

Director of Technology Avenue-e Health Strategies

Bob Paine is Director of Technology of Sudler & Hennessey's interactive division, Avenue-e Health Strategies.

He is responsible for the planning and management of the many development personnel and the extensive systems development resources of Avenue-e Health Strategies.

Bob joined Sudler & Hennessey from PowerOne Media Inc., where, as the Director of Product Development, he worked with Anthony Manson. PowerOne Media is the largest provider of Internet services to leading US media companies such as Hearst, Scripps, and Pulitzer. At PowerOne Media Inc., Bob oversaw the development of multiple Internet products that allow local media properties to monetize their presence on the Internet.

An Englishman by birth (and some have whispered, by nature), Bob was educated in London and worked for many years as an IT Marketing Account Manager for Europe's largest pharma wholesaler, Alliance Unichem. While there, he oversaw the development and deployment of IT technologies in the fields of pharma marketing and supply chain logistics. Bob emigrated to the US in 1996, and worked as a NYC based technology consultant in the fields of banking and finance, including the merger of the Chemical and Chase Manhattan Banks.

Being a proverbial "green-thumbbed" Englishman, Bob volunteers at the Brooklyn Botanic Gardens in his spare time. He has travelled extensively throughout the world, and when pressed, will declare the African continent his favorite.