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**Lathian Health Delivers Pharmaceutical Industry's First  
Trackable, Portable Closed-Loop Promotion**

***Enhances Doctor/Sales Rep Interaction and Extends Physician Reach***

**Blue Bell, Pa. and San Juan Capistrano, Ca. – November 11, 2008** – Every dollar spent on pharmaceutical sales and marketing today must show clear ROI: the right information has to reach the right group of healthcare professionals to effectively influence prescribing behavior. This dynamic has become even more challenging as physicians are increasingly harder to reach, yet still require up-to-date pharmaceutical and medical information in order to provide patients the highest quality care. Now, with Lathian Closed Loop Promotion<sup>SM</sup> (CLP), marketers can deliver the first trackable, customizable marketing programs that offer physicians the flexibility to both receive and request information at their convenience—extending physician reach far beyond traditional Closed-Loop Marketing (CLM).

Rather than mass-producing detail pieces, leaving them behind for the physician, and then having to conduct costly research on the success of a marketing program, Lathian CLP enables tailored promotional materials to be packaged on a trackable DVD- or CD-ROM. Bundled with proprietary software, Lathian CLP leverages Internet connectivity for three-way interaction between the physician and pharmaceutical sales and marketing teams. Lathian CLP offers physicians unmatched convenience and efficiency by allowing them to access up-to-date pharmaceutical and medical information outside of normal office-hours, and to easily request educational information or drug samples directly through the product. Sales reps can deploy Lathian CLP via their laptops to enhance their calls or as leave behind collateral. Marketers can deploy Lathian CLP as part of their non-personal promotion mix.

"The relationship between physicians and sales reps is continuously evolving. Every sales interaction has to be meaningful, ensuring that the rep is giving the most appropriate, effective information, while also keeping the physician's valuable time in mind," said Quang X. Pham, president of Lathian Health. "By recognizing the challenges on both ends, we created Lathian CLP to arm the reps of the future with a solution that deploys ePromotion at the local level—ultimately enhancing the customer relationship and leading to increased market share."

**Lathian CLP: Arming the Sales and Marketing Teams of the Future**

Lathian CLP is a critical solution for sales and marketing teams operating in today's challenging business climate, enabling them to effectively:

**Extend Physician Reach**—At a time when nearly 40 percent of physicians are difficult to access, Lathian CLP enables physicians to interact with pharmaceutical promotional content outside office hours at their convenience, with no immediate access to the Internet required.

**Deliver Targeted Messages**—Lathian CLP enables marketers to rapidly receive answers to questions, polls, and surveys directly for enhanced segmentation throughout the promotional campaign. Through Lathian CLP, message feedback from physicians can be quickly assessed and analyzed, enabling efficient message refinement for consistent delivery of tailored, updated messages and promotional aids.

**Target Physician Preferences**—Sales reps can deliver customized promotional content and samples to address physicians' specific needs, patient population, and specialty. While traditional CLM only enables reps to deliver digital details, Lathian CLP tracks physicians' key prescribing indicators, enabling sales and marketing to customize and adjust ePromotion campaigns to match the state of the physician in the optimal customer path.

**Track Non-Personal Promotion**—Print advertising, direct mail, other leave behind materials and traditional non-personal promotion items are difficult to track for effectiveness, making it challenging to measure ROI. Because Lathian CLP is trackable and physician data can be transmitted directly to sales and marketing, teams can easily measure the success of a promotional program.

**Initiate Cost-Effective CLP**—While traditional CLM offers significant cost savings through the reduction of printed promotional materials, Lathian CLP goes a step further by eliminating the requirement of enterprise software, proprietary hardware, server architecture or expensive and lengthy deployment.

Lathian CLP is the second solution within Promotions to Professionals<sup>SM</sup>, Lathian's suite of ePromotion services and solutions that support personal and non-personal promotion to physicians and HCPs.

### **About Lathian Health**

Lathian Health (<http://www.lathian.com/>) is a leading provider of pharmaceutical marketing services and technology-based sales solutions that have enabled hundreds of brand teams to successfully reach and promote products to physicians and healthcare professionals (HCPs). Lathian's interactive marketing programs, known as Virtual Details<sup>®</sup>, enable physicians and HCPs to access pharmaceutical information at their convenience and preference. With a network of more than 75,000 physicians who have completed ePromotion programs, Lathian offers sales solutions that allow brand teams to augment traditional sales force activities, reach more physicians, and improve effectiveness. With offices in Blue Bell, PA and San Juan Capistrano, CA, Lathian Health was founded in 2000 as MyDrugRep.com.