



**Introduction**

The Public Service Network (PSN) offers highly targeted, personalized, sponsored email messages delivered to more than 250,000 health care providers (HCPs) and 90,000 pharmacists via email at a PSA rate. A turnkey digital communications solution with strong metrics that enables your organization to interact with the target market and evaluate their reaction to your message.

**Engagement:**

Access to HCPs who trust messaging from PSN (including MD, DO, PA, NP, RPh). Highly targetable by NPI, specialty, geographic location and more.

**Scheduled Delivery:**

Delivered on demand with variable frequency. Subject line testing included to maximize open rates.

**Email Creation:**

Fully designed and developed email creative that repurposes existing program content. Content is designed so that user interest in specific areas of the message can be measured and evaluated.

**Reporting:**

Clients receive a final report with metrics for opened emails. PSN will include banner link tags that assist clients in monitoring their website/landing page traffic and site conversion activity via digital analytics.

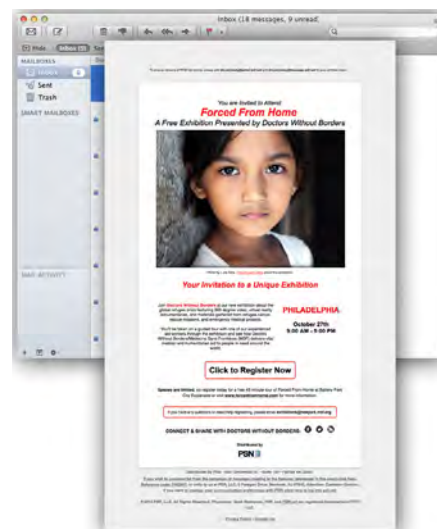
PSN offers packages for the development of strategic digital marketing programs that measure activity via Google Analytics®.

**Target by Specialty:**

- Allergy
- Cardiology
- Dermatology
- Endocrinology
- Family/GP
- Internal Medicine
- Neurology
- OB/GYN
- Oncology
- Ophthalmology
- Pediatrics
- Psychology
- Pulmonology
- Rheumatology
- Urology
- Otolaryngology (ENT)
- Gastroenterology
- Others

**PSN eMD Highlights**

- Reach: 250,000 HCPs and 90,000 Pharmacists
- Guaranteed PSA distribution via opt-in email
- Strong metrics and measurement
- Highly qualified market
- Reaches target market with digital multimedia content
- Digital media networking
- Target by geographic location and specialty



### **Types Of Communications That Can Be Sent Electronically Through The PSN Network:**

- Outreach to physicians, driving awareness of a pharmaceutical brand or new science about a particular drug (upcoming launches, new indications, study results, clinical updates)
- Clinical trial recruitment
- Invitations to webinars, seminars, or other special events
- Pre- and post-conference communications (e.g. driving awareness of a pharmaceutical company's presence at an event, special offer to stop at the booth, etc.)
- E-detail recruitment

### **Editorial Considerations**

An electronic communication can either be:

- provided by the brand (it will need to be reviewed and approved by PSN Editorial and Professional Services staff)
- developed by PSN Editorial and Professional services staff in conjunction with the brand (additional fees apply)
- developed by PSN Editorial and Professional services staff (additional fees apply)

### **Editorial Specifications**

The following are appropriate for brand-sponsored Electronic Communications:

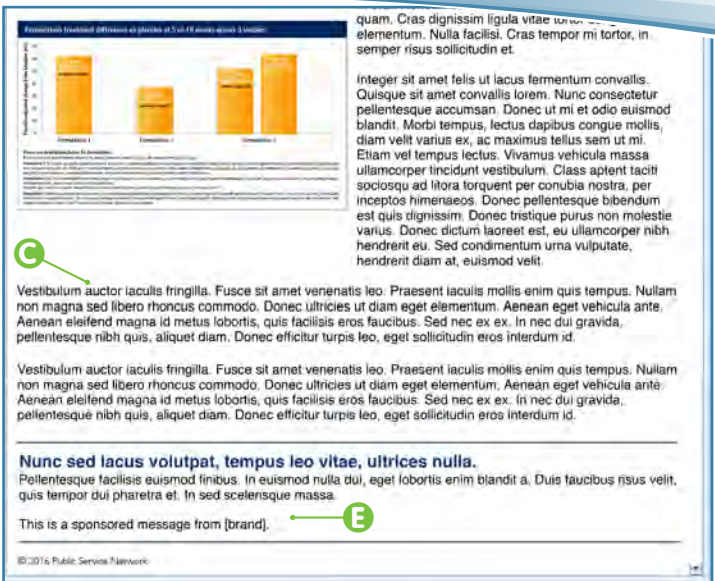
- Journal abstracts or reprints of relevant clinical data
- Conference abstracts (announcement of study data, posters, or other clinically relevant materials)
- On-label information from a client's Medical Information or Medical Affairs department
- Practice guidelines (tables, algorithms, or links to complete guidelines)
- CME (online, conferences, enduring material)
- Charts, tables, and graphs of relevant clinical data (with references)
- Emails can include links to package inserts, Web sites, clinical reprints, and PDFs

Brand-sponsored Electronic Communications must adhere to the same standards as all PSN-sponsored material: unbiased, clear clinical relevance, no implied superiority claims.

### **Creative Development**

PSN can provide creative development, graphic design and layout services for the Electronic Communications. The product development and editorial teams will need to be consulted to determine the price of this custom service for each proposal where it is needed.

Reprint February



## A TO: field

**AUDIENCE SELECTION:** Target audience for electronic communications can be selected from over 800,000 HCPs (Physicians, NPs PAs and Pharmacists) in 27 specialties and 400 sub-specialties.

**LIST MATCHING:** PSN can match against a client list to make sure that only those physicians that the client wants to contact are included in a program. In order to perform a list match, PSN needs a file (.xls, .xlsx, .csv, .txt formats acceptable) that contains the following information:

- First name
- Last name
- Address
- City
- State
- ZIP Code
- DEA # (if available)
- NPI # (if available)
- ME # (if available)

The accuracy and rate of the list match results depend on the availability of the provided fields.

**SUPPRESSION LISTS:** PSN can comply with client-mandated suppression lists, may need additional time to process.

## B Subject Line:

### Subject Line:

- To be provided by the brand
- Testing of subject lines available, up to 4 subject lines
- Deployed to 10% of the target list
- Champion subject line used for the remainder

### Subject Line Limit: max. 68 characters

[Subject line will be cut off if longer than 68 chars]

- Avoid using special characters in the subject line.
- Avoid using all caps to avoid triggering SPAM filters
- Avoid using SPAM-triggering words (e.g. Free, Get, Access, Now)

## C Message Body

- Provide HTML creative with all graphics in zip file template.
- HTML content should be sent as an html file.
- PSN-hosted images that are part of the creative should be submitted as .jpg, .png or .gif in a zip file.
- TEXT content should be sent as a .txt file.
- Both versions must have client's required approval(s) prior to submission.
- PSN will supply test email for approval.
- Emails with a large image-to-text ratio may run into delivery issues.
- PSN cannot send attachments with an email. You can host the attachment and link to it from the email's body or PSN can host an attachment on a temporary page and link to it from the email (additional time for setup and testing might be required).
- Layout should be achieved using tables rather than <div> tags.
- As much as possible, use text instead of images containing text.
- Do not use DHTML.
- No fonts can be used.
- HTML showing as one large image cannot be delivered successfully.

## D E Header, Footer

PSN inserts its standard header and footer around client's creative.

US Office Based Prescribers in the eMD Network

Specialty	Prescriber Network
Allergy/Immunology	2,580
Cardiology	26,480
Dermatology	5,997
Endocrinology	2,240
Family/GP	58,180
Gastroenterology	7,421
Neurology	3,161
OB/GYN	20,207
Oncology	1,780
Ophthalmology	9,976
Otolaryngology (ENT)	4,917
Pediatrics	14,877
Psychology	13,199
Pulmonologists	4,044
Rheumatology	2,272
Urology	4,450
Others	30,897
<b>TOTAL</b>	<b>250,000</b>

**Steps and Timeline for Email Creative and Distribution Using eMD**

Description	Date	Responsibility
SOW Executed	Day 0	PSN/ Client
Kick-Off Call	Day 0	PSN/ Client
Client provides email material (HTML) to PSN	Day 1	Client
PSN provides test email to Client	Day 3	PSN
Client review	Client review	Client
Client provides changes to PSN	Review + 1	Client
PSN revises email (assumes minor corrections)	Review + 2	PSN
PSN re-submits to Client for final approval	Review + 3	PSN
Client approves	Client approval	Client
Client provides target list to PSN	36 hours prior to launch*	Client
PSN launches email	48 hours from final approval**	PSN
PSN provides final reporting to Client 2	2 weeks after launch	PSN

*\*No earlier than 10 days prior to launch*

*\*\*Pending no conflicts with other PSN electronic communications*

*Days are business days*