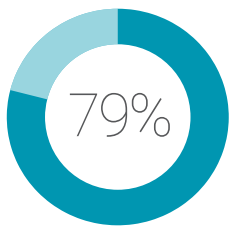


The advantage is print.

Think doctors and patients don't value print in their office? **Think again.**



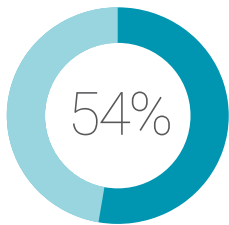
Patients value healthcare information in POC print materials (i.e., brochures) more than traditional print materials (i.e., magazines).³



Physician Impact

79% of HCPs say that **ads on PatientPoint exam room print displays** have a positive impact on them and their practice.

That's more of an impact than medical websites (55.6%), pharma websites (40%) or TV (23.9%).¹

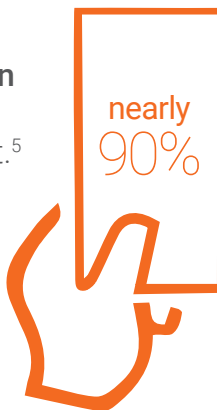


Patient Appeal

More than half of patients rank printed brochures or booklets that give disease or drug information as the **most useful communication method**.²

Nearly 90% of people **age 45–64** still report they understand and retain information **better when it's in print**.⁴ That's also the most common age range for onset of many disease states like diabetes and gout.⁵

Make sure you're reaching this important audience by making **print a central component of your multichannel marketing strategy.**



“ It's quite convenient when you're in the exam room and you're talking to the patient and you can just reach over to a brochure and say, 'This is what we've been talking about.' It's something in writing they can think about and go back to.”

—Primary Care Physician, Chicago, IL

¹ 2016 Nationwide Web Survey of 51 HCPs with the PatientPoint Educate—Primary Care Exam Room Program.

² eyeforall/Health Perspectives Group report, 2017

³ 2013 Kantar Media consumer health research. Base: Total adults.

⁴ 2015 Two Sides North America; "Reading from Paper or Reading from Screens. What do Consumers Prefer?"

⁵ 2015 Centers for Disease Control and Prevention

Learn more about PatientPoint® print programs today

1-800-288-8053 engage@patientpoint.com