

Get  
**CONNECTED**  
With Your Customers



E-Media National Account Manager  
Rob Verna  
215-628-2179 • [rob.verna@wolterskluwer.com](mailto:rob.verna@wolterskluwer.com)

## E-Media Programs

*Dynamic Tools for Connecting with  
Vision Care Professionals*

# Why Wolters Kluwer E-Media?

Electronic media have become essential tools for vision care professionals. Every day, physicians, nurses and allied healthcare professionals use e-mail, the Web and interactive media to help them serve their patients, run their practices, and find out about your products.

The Wolters Kluwer Pharma Solutions (WKPS) E-Media Group, sister division to the leading online medical information services provider Ovid, employs an experienced staff specializing in design, programming, and content development.

## E-Mail Marketing and Research

Since 2001, the group has been producing customized e-mails for the most recognized brands in the vision care market. Exposure and response to e-mail can be measured with a degree of speed and precision unmatched by any other marketing vehicle. WKPS also conducts e-mail research that can be processed within days, and features real-time, online reporting that allows you to cross-tabulate results and generate reports instantly.

WKPS regularly updates the contact information for subscribers to our publications – your customers – enabling us to maintain the most current and highest quality permission-based e-mail address list in the market.

## Websites

WKPS publication websites have become valuable resources for practice, patient and clinical research. They feature:

- article archives with editorial related advertising callouts
- web-exclusive features
- targeted video productions
- reader polls
- supplement and e-newsletter archives
- upcoming conference information
- links to relevant classifieds, products and professional associations

## Multimedia Programs

Our team specializes in multimedia programs that incorporate live events, print features and online exposure to create the most comprehensive marketing experience for you.

Multimedia, interactive programs allow you to explain your products and services in animated, vivid detail, and provide your customers useful, practice-improving tools in a dynamic, easily accessible package. WKPS will work closely with you to design and build a completely customized program that meets your objectives and serves the needs of your customers.

## WKPS Banner & Editorial Related Advertising

Advertising on WKPS websites provides you with exposure to a vital and growing online community of vision care professionals. Website ads, whether traditional banner or more cutting-edge rich media, mean exclusive exposure on high-traffic web pages. Interactive rich media ads offer a unique, interactive experience that can communicate multi-layered messages to visitors without forcing them to leave the web page. To help you measure ROI, WKPS provides comprehensive tracking of site visits, page views, unique visitors, click throughs, average time on site, direct vs. referred links, country of origin, and more.



To home in on those website visitors who are looking specifically for information on your particular product, consider editorial related advertising. Built into the article archive system, the Vision Care Leaders feature guides readers from their topic of choice directly to information about your products. Here's how:

1. A user clicks on a story of interest to read.
2. A contextually related advertiser link appears next to the story. The user clicks on the advertiser's related link for additional information, products or services related to the article.
3. The advertiser's message related to the story is delivered to the user via a daughter window.
4. Firstlight ERA's model will also drive your customers and prospects to your select web content via the searchable vertical supplier directory.



# Custom E-Mail Marketing, Research & Demand Generation



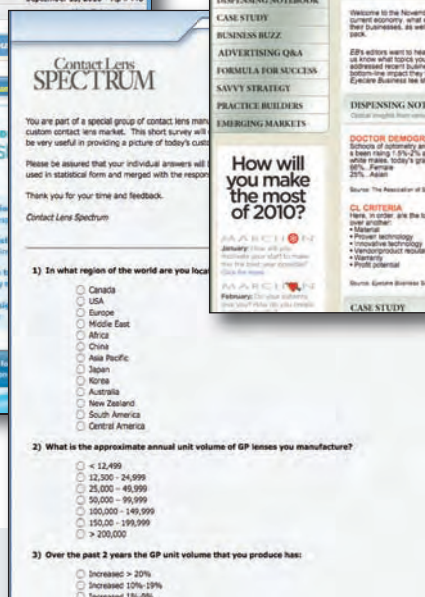
WKPS creates, deploys and tracks stand-alone e-mails and e-newsletters that effectively communicate your message and accomplish your specific marketing objectives. We handle all aspects of development – including writing, design and production – for e-mails that range from simple messages with text and graphics to rich media ads featuring animation and newsletter series. Each e-mail is deployed to a permission-based list of e-mail addresses obtained from subscribers to WKPS publications, and tracked to provide you with detailed results on its performance.

## Design and Development

WKPS works closely with you to create a custom HTML e-mail incorporating your text, graphics and images – and even enhance it with animation, audio and video.

## Deployment and Tracking

Your e-mail is deployed to a list that can be segmented by occupation and location. The list is proprietary to WKPS – obtained and updated from subscribers to WKPS publications – and is used in full compliance with the CAN-SPAM Act of December 2003. Your e-mail is coded so that we can track the delivery of and response to each deployment. Detailed reports include the number of successful deliveries and opens, as well as clicks.



## Research and Demand Generation

WKPS creates, deploys and tabulates e-mail surveys of visio care professionals, enabling you to quickly and efficiently measure everything from brand preferences, plans to purchase, the effectiveness of advertising/market services and more. Surveys and results can be processed within days. An optional online reporting tool can be developed for your survey that allows you to cross-tabulate responses and generate reports instantly. Surveys can include space for lead-generating information to be completed by the respondents. You will be able to gain valuable market insight and hot leads with one e-mail effort.

WKPS works with you to design and create an e-mail invitation and survey instrument. The WKPS e-mail database sample can be segmented by practitioner type and geographic location, and the survey will be deployed to obtain a guaranteed number of responses.

Survey results are provided in an Excel document or can be accessed online through a real-time reporting tool delivering custom, cross-tabulated reports instantly.

# Interactive, Multimedia Programs and Digital Supplements



Interactive and multimedia programs, with web, print and live components, provide a rich environment to communicate with your customers – and offer them a wide range of practice-improving tools – in a convenient and accessible package. Explain your products and their applications through live video presentations of doctors and patients captured either during a live seminar or roundtable, or in a studio setting.

Include downloadable documents for everything from patient letters, recall cards and direct-mail campaigns, to reference material for the doctor or staff. Provide links to useful resources available on the internet. Your interactive media program is a creative, high-impact sales and marketing tool your customers will share and keep and use as a reference. WKPS works closely with you to design and build an interactive media program that meets your objectives and serves the needs of your customers.



## Development and Promotion

Once the approach and overall content of the interactive media program is determined, WKPS creates a storyboard or arranges the live event which you review, refine and approve. We then develop and manage all of the project components, including:

- live event (if applicable)
- interface design
- navigation
- content: copy and graphics
- animation/video
- audio

Once the project is complete we then start driving traffic to it via e-mail, print ads in the appropriate publication and/or promotion on our websites. This multi-pronged promotional effort ensures your message will be seen by the most possible highly qualified readers of our professional publications.

## Digital Supplements

The experience of real pages (without the paper cuts)

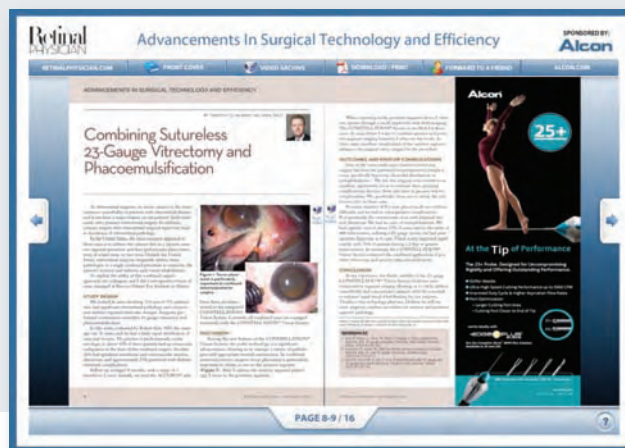
Our fully interactive digital supplements offer features that truly serve both our readers and advertisers. With all the right bells and whistles, digital supplements allow readers to easily navigate, share (via email, social networking sites, etc.), shop and download each issue.

Whether readers are viewing each issue on a desktop, laptop, iPhone or iPad format, your marketing message can go with them anywhere! The end goal is to connect vendors and eyecare professionals in a meaningful and interactive way to promote a long-term business relationship.

Become the exclusive sponsor of an upcoming digital edition. Sponsor benefits include:

- Ads throughout the supplement with active URL and email links
- Reader action tracking
- Digital reader service or “contact me” form

- Custom add-on features (additional fees) such as:
  - Flash animation within an existing print ad
  - Video or mp3 audio file addition
- Supplement promotion via email and print ad



# E-Media Usage and Preferences Among Optometrists and Opticians



Optometrists and opticians use the following **online tools** to gather professional information:

Websites	95% (87% in '05)
E-mail	91% (84% in '05)
Forums/Blogs	49% (23% in '05)
Podcasts	10%

73% of respondents **spend 30+ minutes online** each day for professional purposes. That number is up from 56% in 2007.

53% of respondents **check e-mail sporadically throughout the day** — 16% check in the early morning; 11% in the evening.

Optometrists and opticians **took the following actions** as a result of viewing eye care information online:

Clicked link in e-mail to website	82%
Shared information with colleagues verbally or via printout	63%
Printed e-mail/web page	64%
Forwarded e-mail	54% (45% in '07)
Contacted company that provided information, either via phone or online	53%
Bookmarked website	43%
Purchased products	43%

**Detailed product information** and **ease of navigation** still top the list of desired features in eye care company websites.

**Clinical tips** still rank as the #1 type of information requested of eye care companies, followed by **practice and patient management strategies**.

**Webinar attendance has risen** from 32% in 2005 to 72% in 2010. Half of respondents would view an archived webinar if they missed the live presentation.

55% use **social networking services** such as Twitter, Facebook and LinkedIn. The most popular site by far is Facebook (51%), followed distantly by LinkedIn (8%).

64% earn 10% or more of their **CE credits online**, which is an increase from 24% in 2007.

80% **purchase products or services online** for their practice/business. That number is up from 65% in 2005.

71% **view video presentations online**, with the most popular format being product demonstrations:

Product demonstrations	46%
Presentations from a live meeting	40%
Surgical procedures	24%
Roundtable discussions	20%

37% **use a PDA** (Blackberry, Treo, iPhone, etc.) to access e-mail, the Internet or both — up from 26% in 2008.

## Respondent Demographics

### Job title

Optometrists	72%
Opticians	23%
Other (foreign, students, etc.)	5%

### Type of practice

Solo	31%
Group	23%
Indep. affil. with retail corp.	8%
Employee of O.D.	10%
Employee of retail corp.	3%
Employee of M.D.	13%
Corporate franchise	5%
Employee of indep. optician	3%
HMO/Other	5%

## Patients seen in an average week

1-25 patients per week	9%
26-50 patients per week	24%
51-75 patients per week	25%
76-100 patients per week	19%
101-125 patients per week	10%
126-150 patients per week	5%
150+ patients per week	9%

## Age

21-29	9%
30-39	31%
40-49	23%
50-59	27%
60+	10%

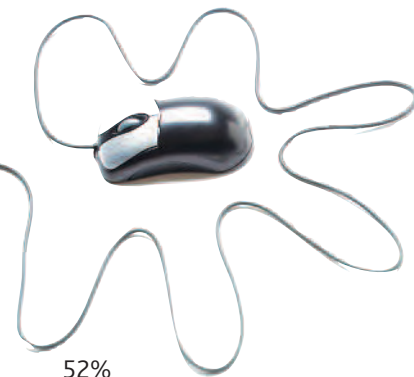
## Gender

56% are male; 44% are female

## Study Methodology

- Deployed via e-mail to 7,000 eyecare professionals in February 2010
- Drawing for \$200 in American Express gift checks used as incentive
- 208 complete responses used in tabulation

# E-Media Usage and Preferences: Ophthalmologists



Ophthalmologists use the following online tools to gather professional information:

Websites	92%	
E-mail	90%	
Forums/Blogs/Social Media Sites	42%	Up from 29% in '08
Podcasts	23%	

88% of respondents spend 30 minutes or more online each day for professional purposes. That number is up from 68% in 2007.

51% of respondents check e-mail sporadically throughout the day. 16% check in the early morning; 17% in the evening.

Ophthalmologists took the following actions as a result of viewing eye care information online:

Clicked link in e-mail to website	73%	
Printed e-mail/web page	53%	
Shared information with colleagues verbally or via printout	55%	
Bookmarked website	50%	
Forwarded e-mail	47%	
Contacted company that provided information, either via phone or online	32%	
Purchased products	35%	Up from 29% in '07

78% purchase products or services online for their practice (up from 63% in 2008).

Research/case studies rank as the #1 type of information requested of eye care companies, followed closely by clinical tips and practice/patient management strategies.

When medical publications are available in both hard copy and full text online, ophthalmologists read them:

Online	52%
Printed from the Internet	24%
Original publication format	63%

77% read articles online, while 37% print out online versions to read in a hard copy format.

69% read 3 or more professional e-newsletters per week.

Webinar attendance is up to 74% from 62% in 2008. 63% of respondents would view an archived webinar if they missed the live presentation.

54% of ophthalmologists use social networking services. Of that group, 43% use Facebook at least once per week.

86% view live video presentations online, with the most popular format being surgical procedures.

Surgical procedures	77%
Presentations from a live meeting	58%
Roundtable discussions	36%
Product demonstrations	35%

58% use a PDA (Blackberry, Treo, iPhone, etc.) to access e-mail, the Internet or both. That number is up from 33% in 2008.

## Respondent Demographics

### Specialty

General	43%
Cataract/Refractive	16%
Retina	32%
Ophthalmic Technician	1%
Other (glaucoma, oculoplastic, etc.)	9%

### Type of practice

Solo	32%
Group/partnership	37%
Affil. with Academic Dept.	21%
Employed by Corp.	7%

### Gender

79% are male; 21% are female

## Patients seen in an average week

1-25 patients per week	9%
26-50 patients per week	9%
51-75 patients per week	9%
76-100 patients per week	14%
101-125 patients per week	26%
126-150 patients per week	15%
151-200	9%
Over 200	9%

## Age

21-29	1%
30-39	26%
40-49	33%
50-59	19%
60+	21%

## Days per week at practice

1	1%
2	5%
3	5%
4	16%
5	64%
6	5%
7	2%
Do not practice	2%

## Study Methodology

- Deployed via e-mail to 6,800 ophthalmologists in March & April 2010
- Drawing for \$200 American Express gift card used as incentive
- 131 complete responses used in tabulation