



datumRxTM targeted pharmaceutical advertising

Transcript Advertising
bringing products and prescribers together

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Who is datumRx™?

datumRx is a California-based firm that creates advertising opportunities to pharmaceutical companies. Through exclusive relationships with medical transcription service providers across the United States, datumRx is able to provide a unique advertising niche – your message delivered to the eyes or ears of prescribing doctors, in your specialty.

datumRx's database of medical records and access to medical facilities continues to expand daily, which allows us to provide the most comprehensive selection of advertising opportunities for your pharmaceutical marketing needs.



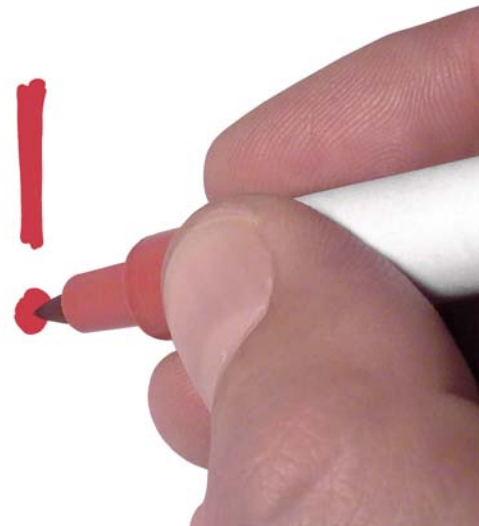
adverRx™

The Opportunity

- it's time your product and patient-type were on the same page -

Why waste time advertising to anyone outside of your niche? With roughly 100,000 pharmaceutical sales representatives knocking on doctors' office doors every day and congress continually imposing restrictions on their activity; today it is harder than ever to reach a prescribing doctor.

adverRx provides a solution that delivers your message **directly to the eyes of prescribing doctors** nationwide.





adverRx™

How it works

- datumRx places your product logo on transcripts containing key words, relevant to your product, which can be specified by:
 - Specialty
 - Category
 - Region
 - Recent Medical Treatments
- Your product logo is strategically displayed at the end of the transcript, in color and plain view for the doctor to see
- Your advertisement appears whenever transcripts are viewed, faxed, or printed
- You will be able to monitor the results anytime to view the success or your ad placement



adverRx™

How it works

- Using **datumRx** patent-pending technology, we work with medical record companies to insert targeted advertisements on electronic medical records. Our technique offers a highly specialized method of reaching doctors just before a script is written.
- For example, if a doctor is viewing a record for a client with hypercholesterolemia, our technology will insert an advertisement for a statin. In fact, we can even narrow it down to focus on specific geographic regions you may be focusing on.

View the example on the following page. [————>](#)



adverRx™

How it works

NAME: John Smith PHP VISIT
MRN: 11673333 LOCATION: PHP
PROVIDER: John Benson, NP TYPE: Doctor Note
DATE OF SERVICE: 06/23/2005 DOI: xxx

Summary Information

- HISTORY: Terry was last seen on 01/04/06.
His creatinine has slightly improved since 03/30; to 3.7 on 04/05 is.
His blood pressure is still a bit high.
He has been obese "since he can remember" and has no intention of dieting.
His issues with depression date back to high school
- PHYSICAL EXAMINATION: Vital sign: Blood pressure is 148/90.
Pulse of 95. Weight is 329 pounds.
Examination-wise, he is obese.
Chest: slight pain. Heart: Heart sounds audible.
Extremities: Has no edema.
- LABORATORY DATA: None available, requested to be done this week.
- DIAGNOSES: Hypertension, not controlled - very severe.
- HISTORY OF FSGS: Plan is to repeat 24-hour urine.
He has brought urine in my office today.
- DIABETES: Not on any medication. Blood sugar 113 on fasting.
- MORBID OBESITY: Plan is to go ahead and do 24-hour urine.
Start him on statin therapy and depending on 24-hour urine,
we will contemplate kidney biopsy again. -is ARB is on hold at present.
- ADDENDUM: serious risk of hypercholesterolemia and diabetes.

YOUR LOGO HERE

← Patient transcripts can be chosen by condition, medical treatment, category, or geographical region

← Insert a full color logo or graphic, to be viewed by doctors upon meeting with patients



adviceRx™

The Opportunity

- doctors will actually hear your message -

The concept of adviceRx began with a survey, conducted by our medical transcription partners to find out whether actual ad space existed in this area. Many of the doctors and healthcare providers we work with have reported that they would have no objections to the use of adviceRx.

Doctors will get a discount offered for their transcription services when they allow your mini-commercial to be played on their dial-in message service.



adviceRx™

How it works

- With adviceRx, when a doctor dials in to dictate with one of our partnered transcription providers, a brief 'commercial' or audio advertisement of your product will be heard
- Your advertisement can be tailored and targeted by provider category, by region, or even by specific practice
- All doctors have a choice whether their dial-in transcription system will feature adviceRx
- A price incentive for transcription services will be offered in conjunction with adviceRx



Chronology of Transcript Advertising



1. Patient visits doctor or specialist
2. Doctor dictates the details of the patient visit (adviceRxgreeting is heard upon dial-in dictation)
3. datumRx partner transcribes
4. Your logo is placed on the transcription document, through advertRx and becomes a permanent part of patient's medical record
5. Ad is viewed by every doctor that visits with the patient thereafter.

This is the last promotion a doctor will see before writing a prescription



What Are Doctors Saying About Transcription Advertising?

“I do not have a problem with the ads”

Dr. Joseph Anquillare
Geriatric Health Services
28 Fieldstone Path
Newington, CT 06111

“I would not have a problem”

Dr. James Vivas
2300 Manchester Expy
Columbus GA 31904

“I wouldn’t mind {the ads}”

Dr. Karen Erde
Central City Concern
727 W Burnside St.
Portland, OR 97205

“We would consider it”

Dr. Jeanette MacDonald
New Directions for Women
2607 Willo Ln
Costa Mesa, CA 92627



FAQs

Is this legal and/or HIPAA compliant?

Yes, transcript advertising is completely HIPAA compliant and legal. HCP's have the right to opt out of the advertisements at any time. And since there is no direct interaction between the advertising company and the medical facilities, patient privacy is never compromised.

Can we access the Personal Health Information (PHI)?

No, advertisers are restricted to advertising based on keywords, regions and medical conditions only. At no time will PHI be made available.

How quickly can we switch out advertisements?

One of the advantages of transcript advertising is that an ad can be altered simply by a few mouse-clicks. However, once a transcript is printed, your ad will live on that medical record for the rest of that person's life.

How many patient records does datumRx have access to?

We currently have a database of several hundred thousand documents with thousands being added daily.

For more information please contact:

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