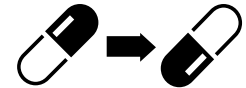


Point of Care Advertising Drives Brand Discussions

44% of adults have seen or heard healthcare advertising at a doctor's office or pharmacy, making POC advertising the second highest channel for hearing or seeing healthcare related advertising behind TV.



11 million patients exposed to point of care advertising **switched brands** as a result of seeing healthcare advertising.



Of adults who have seen healthcare related advertising in doctors' offices over the last 12 months, **18 million** have asked their doctor to prescribe a specific drug and **17 million** have asked their doctor for a product sample of a prescription drug.



Adults who have seen healthcare related advertising in doctors' offices over the last 12 months are **15% more likely** to agree with the statement that, "It's worth paying more for branded prescription medications rather than getting generic products."



All of these statistics are available in greater detail in the **2014 MARS OTC/DTC Consumer Health Study**.

Contact Michele Deutschman at **212.991.6008**
or **michele.deutschman@kantarmedia.com**.

KANTAR MEDIA

800.243.2702 • KantarMedia.US/healthcare
blog: KantarMedia-healthcare.com