

Engage Consumers Who Are Actively Working to Improve Their Cardiovascular Health



Cardiac Directions® is a patient education program that delivers print advertising, brand literature, samples and coupons to people who have recently experienced a cardiac event.

The program reaches patients who are in the process of making changes to their diet, medication regimens, exercise and overall lifestyle.

Cardiac Directions is delivered in the form of a consumer-friendly cooperative Patient Pack that builds awareness of participating brands and spurs discussions between patients and HCPs.

DISTRIBUTION

- Patient Packs are hand-delivered during cardiac rehab education sessions by hospital-based cardiac rehab staff & physician offices.

QUANTITY & TIMING

- 245,000 CV patients reached nationally per year.
- Entry points in Jan. (overlays Feb. Heart Month) and August.
- Category / drug class exclusive delivery.

ELEMENTS

- Print advertising in the Patient Education Guide.
- Product sampling to generate interest & usage.
- Preprinted literature delivery to tell your full brand story.
- Professional communications to educate HCPs.
- Tracking research to quantify sponsorship benefits and ROI.



Cardiac Directions Patient Pack



Delivered in an educational context

