

# MPR

## Company Profile

*MPR's* mission is to develop integrated, multi-platform marketing communications programs for pharmaceutical companies by leveraging the *MPR* brand's 25-year history of delivering concise, up-to-date drug information to over 600,000 clinicians. *MPR* delivers point-of-care messages to the healthcare professional's preferred media: mobile, desktop/laptop, online and print. Every program delivered includes comprehensive metrics to measure Return-On-Investment.

## Products and Services

In 2010, *MPR* continues to provide up-to-date drug information and clinical decision support tools to help the busy clinician make the right prescribing decisions. Through print, web, desktop and handheld channels, *MPR* offers a customized approach to marketing solutions, including: *Sales Force Access Tools*; *REMS Solutions*; *Therapeutic Content Focus*; *Targeted Distribution* and *Digital Programs* at the point-of-care.

### Print

- Reach PCPs, PA/NPs, OB/GYNs, PEDs, UROs, Hem-Oncs, LTCs, Residents, RPhs and other specialists
- Used millions and millions of times

### www.empr.com

- 50,000 registered users; 350,000+ page views/month
- 4,000 drugs, with new content, tools, functionality, including proprietary "Compare Drug Feature"
- Advertising Opportunities:
  - Key Words—ads targeted to brand name, generic name, or disease
  - Run-Of-Site ads—includes impressions in therapeutic section
  - MPR Weekly News Brief and Seasonal Spotlight—sponsorship of our opted-in eNewsletter
  - MPR Prescribing Alerts—posted online or emailed

## FASTFACTS



**Address:** 114 West 26th Street, 4th Floor,  
New York, NY 10001  
**Phone:** 646-638-6000  
**Fax:** 646-638-6119  
**Website:** www.empr.com  
**New Business Contact:** James R. Pantaleo, VP,  
646-638-6137, jim.pantaleo@empr.com  
**Year Founded:** 1985  
**Offices:** Several, with domestic and international capabilities  
**Holding Company:** Haymarket Media, UK  
**Sample Clients:** All Pharma

**MPR Mobile Apps:** iPhone, Palm, Blackberry, Windows SmartPhones

- Over 100,000 downloads (since launch) and 30,000 daily users
- Digital Messaging Opportunities:
  - Key Words, Section or Subsection
- MPR Digital Sponsorships
  - Download from sponsor's website
  - Sales force delivery on CD-ROM, USB Flash Drive or SD Card

## Case History

A major pharmaceutical brand launched a comprehensive and informative web portal to support their target clinicians' information needs when sales reps were not present. *MPR* met these needs:

- Supplied valuable, independent content and tools
- Provided sales force access tools to support reps
- Built awareness of portal and drove repeat traffic
- Generated leads and registered/opt-in target clinicians
- Leveraged alternative media channels
- Delivered efficient targeting and delivery of product messages