

MPR

Company Profile

MPR's mission is to develop integrated, multi-platform marketing communication programs for pharmaceutical companies by leveraging the *MPR* brand's 28-year history of providing concise, up-to-date drug information to over 650,000 clinicians. *MPR* delivers point-of-care messages to the health-care professional's preferred media: web, mobile, and print. Every program delivered includes comprehensive metrics to measure Return-On-Investment.

Core Capabilities: A Multi-Channel Approach

The only concise drug reference available through print, web, and mobile channels, *MPR* strives to connect our users to the resources they want, when and where they want them in user-friendly formats that allow for quick, easy retrieval of accurate, timely information. Healthcare providers who use *MPR* refer to *MPR* more than 7 million times a month and generate more prescriptions at the point-of-care than users of any other drug information resource; over 22 million prescriptions a year. (Source: © Kantar Media, Non-Journal Media, June 2012 Full Report, Table 207; Kantar Media Professional Health Presentations, October 2012).

New for 2013

- MPR responsive website redesign for optimal user experience
- MPRxOnline—Distributable Patient Education and Assistance Materials, Product Information, Pharmacy Locator, and more
- e-Prescribing offered through Surescripts
- Video library curated by pharmacists
- New MPR App to debut with 100+ calculators
- Semi-custom specialty print editions—reach target specialties and own that audience

Promotional Opportunities

- Banner Ads
 - ROS, Targeted, List-Match
- Contextual Opportunities
 - Therapeutic subsection takeover
 - Integration of support resources into MPR monograph (print and digital)

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: Tammy Chernin, SVP,
646-638-6024; tammy.chernin@haymarketmedia.com
Year Founded: 1985
Offices: Several, with domestic and international capabilities
Holding Company: Haymarket Media, UK
Sample Clients: All Pharma

- Keywords search – targeted to brand name, generic name, or disease
- MPRxToolkit – strategically place key message following request of a resource or e-prescription
- Video posting to video library or beside relevant content
- MPR Weekly News Brief, First Look, and Spotlight—sponsorship of our opted-in eNewsletters
- MPR Prescribing Alerts—online, email, and push notifications to mobile devices

Testimonials

- “e-Prescribing with MPR is a godsend. I practice out of four dialysis units and one office. The mobility of the MPR system allows me to e-Prescribe easily while I am in any of the dialysis units.” *R.A., MD*
- “The information has been helpful to my patients as well as myself, it has actually affected treatments patients received because of their increased knowledge. I use MPR daily...it helps me look like a star.” *A.R.S., CRNP*
- “Since I work when most pharmacies are closed, the [e-Prescribing] system enables me to get scripts for my patients so that they can have it ready the next day, and I don't have to make calls first thing in the morning. The patients love it as they don't have to go to the pharmacy.” *Y.B., RPA-C*