

# eConnection

## Marketing and Business Development

Want a quick and easy way to update over 735,000 healthcare professionals with a unique, customized message? If so, then an eConnection is the right marketing tool for you!

### eConnection:

- A brief product or company message sent via e-mail that reaches the following healthcare professionals nationwide:
  - 620,000 physicians by specialty
  - 82,000 pharmacy healthcare professionals
  - 34,155 nurses including RNs, RNP's, LPN's and CNAs
- Can be used to execute several marketing objectives, including:
  - Introduce new products
  - Distribute electronic vouchers and coupons
  - Promote existing products
  - Announce formulary updates
  - Feature CE and other educational opportunities
  - Increase traffic to your designated brand or product website

### Benefits:

- Direct connection to a variety of healthcare professionals
- Ability to target by state or specialty
- Include key opinion leader messages and streaming video
- Links directly to your website and/or PI's
- Open rate and click-thru reporting available
- CAN-SPAM act compliant
- E-mail includes printer-friendly version
- < 24 hour turnaround eConnections



### Did you know?

- 1/2 of U.S. physicians access the internet from home, for work-related purposes at least 50% of the time<sup>1</sup>
- 70% of physicians search for prescription drug information online
- 60% of physicians search for patient education materials online

Reference: 1. Advance Tech Monitor 4/24/07

### How do I get started?

- Simply send a high resolution PDF, Photoshop Design or Word file to Cardinal Health
- Your message will be converted to an HTML file and a proof will be sent back for approval
- Once approved, your message is sent out within seconds!

**Contact your Cardinal Health Marketing and Business Development representative about eConnections today! Email us at:**

**[MBDG@cardinalhealth.com](mailto:MBDG@cardinalhealth.com)**

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Cardinal Health  
Healthcare Supply Chain Service –  
Pharmaceutical  
7000 Cardinal Place  
Dublin, Ohio 43017

[cardinalhealth.com](http://cardinalhealth.com)

