

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, than 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, LPNs 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?

- 72 million Americans visited Health-related Websites in 2006, up 35% from 2004. In comparison, the total internet user population had increased by just 10% during that same time period¹
- 70% of physicians search for prescription drug information online
- 60% of physicians search for patient education materials online

Reference: 1. Carolina Petrini, Iara Fisher, Paul Ivans, DTC Perspectives, Vol. 6 No. 2, p.24

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

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