

Media Analysis of the Overactive Bladder Market

May 2001 – September 2004

Prepared for:

Watson Pharma, Inc.

PRtrak®/PRtrak Ai



Background & Objectives

- This document summarizes media coverage related to overactive bladder, urge incontinence, Oxytrol and its competitors during the period of May 2001 through September 2004. It builds on two earlier media analysis reports submitted to Watson Pharma, Inc. in August 2002.
- There are three primary objectives to this media analysis:
 - Provide insight into how the condition has been depicted by the media that will offer context for past and future promotional activities;
 - Gauge the impact of Oxytrol-related media outreach or programs; and,
 - Assess coverage of competitors included in OAB related news to better shape blunting strategies in the coming year.

Methodology

- A database of published information (Lexis-Nexis®) containing over 31,000 sources including newspapers, magazines, television/radio transcripts, Internet Media and medical/trade journals was searched from [5/1/2001](#) through [9/30/2004](#). Paid advertising was *not* included in the search universe. Wires were also excluded from this analysis. The Lexis database was supplemented by articles pulled from Factiva® using the same search string, as well as hard copy broadcast clips.
- All relevant content was downloaded or scanned and each article was coded by media type and source type.
 - Media types include:
 - Magazines/Journals- i.e., *Health & Medicine Week*, *Time*, *Pharmaceutical Executive*
 - Newspapers - i.e., *New York Times*, *Washington Post*, *Chicago Tribune*
 - Television - i.e., *NBC*, *CBS*, *ABC*, *Fox*, *CNN*, *PBS*
 - Radio - i.e., *CBS Radio Network*, *NPR Network*, *WKQX-FM*, *KTRH-AM*
 - Web sites - i.e., *NewsRx.net*, *Washingtonpost.com*, *Forbes.com*, *Medadnews.com*
- Data analysis was performed using EXOGIN®, an artificial intelligence tool that uses advanced linguistic algorithms to quantify media coverage. In total, approximately 3,000 articles were analyzed.

Search Criteria

A search was generated using criteria designed to capture articles about the overactive bladder category or urinary incontinence or that mentioned any of the key products by either the branded or generic name:

- Overactive bladder or urinary incontinence or Detrol or Ditropan or Sanctura or Yentreve or Aricclaim or Vesicare or Enablex or Oxytrol or duloxetine or trospium or solifenicin or darifenican or tolterodine or oxybutynin

Determining if an article is positive or negative (Valence)

- Valence ranges in value from +3 to -3 where zero is neutral, +1 is good, +2 is very good and +3 is as good as it gets. Negative values would match with -1 being bad, -2 very bad and -3 as bad as it gets.
- The scored terms are called Attitude Objects (AOs). Each of the brands, like Oxytrol, were scored as Attitude Objects for this analysis.
- A linguistic algorithm scored each occurrence of the Attitude Object. For example, “Oxytrol’s patch makes use more convenient” received a score of +1.
 - Each project utilizes an industry and project-specific dictionary that determines the values for each evaluative term.
- All mentions of a particular Attitude Object are scored and then averaged to provide an overall score per article. A positive score and a negative score would average to a neutral or “balanced” rating for the article.

Determining Media Values

- Research has demonstrated that net media values are generally 12.5 percent more accurate in correlating to outcomes than impressions and 25 percent more accurate in correlating to outcomes than article counts.
- Media values are obtained from PRtrak. The values in the PRtrak database are based on negotiated ad rates for radio, television and Internet and open rates for print.
- Negative media values are subtracted from positive and neutral values to obtain net media value.
- Greater weight is given to mentions in the headline and first 20 percent of an article since they are more likely to be read.
- Media value scores are based only on the portion of the article discussing the Attitude Object (AO), not the entire article.

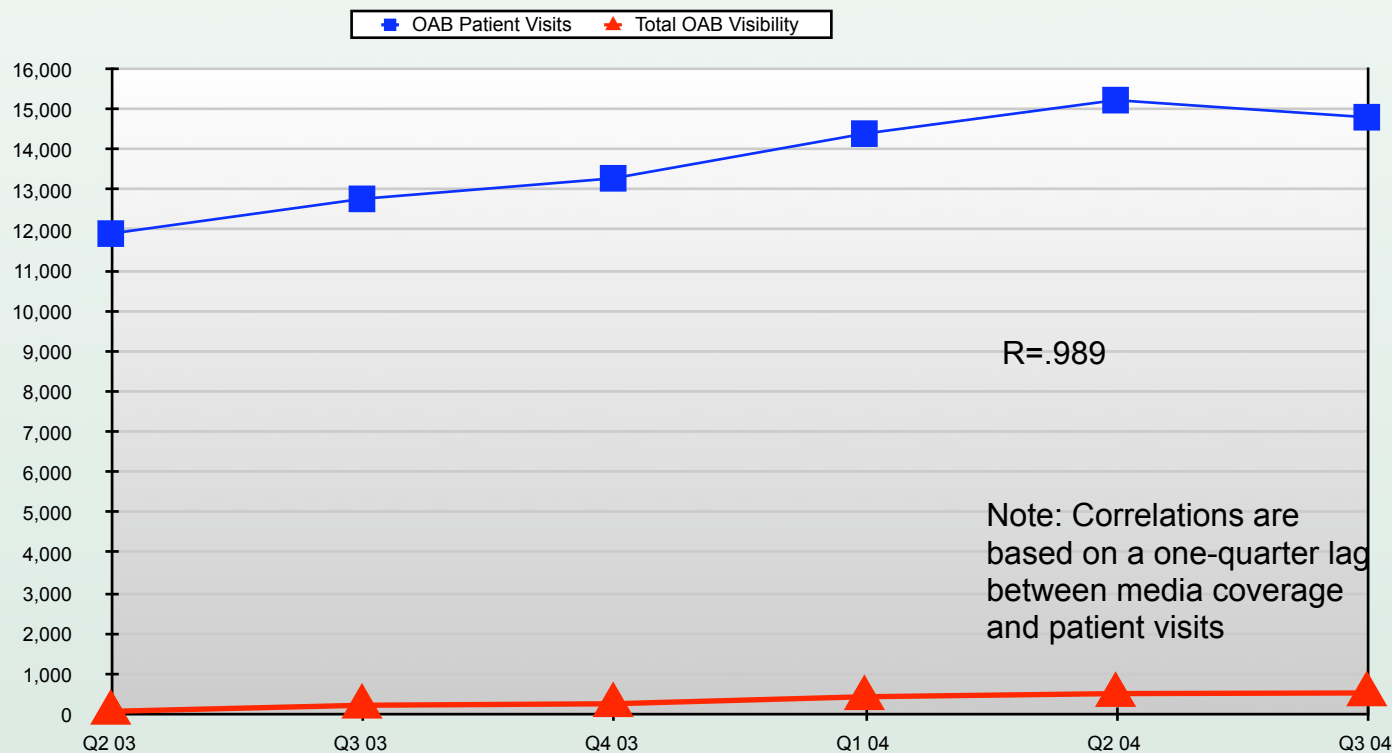
OAB Market Definition

- Each of the brand names listed below were evaluated. Chemical entity mentions, when unique to a brand, were treated as if the brand name was used. Chemical names with multiple brand options were kept as generic.

Brand Name	Generic Name
Oxytrol	oxybutynin
Ditropan XL	oxybutynin chloride
Detrol LA	tolterodine tartrate
Sanctura	Trospium Chloride
Yentreve	duloxetine hydrochloride
Ariclaim	duloxetine hydrochloride
Vesicare	solifenacin succinate
Enablex	darifenacin hydrobromide

Executive Summary

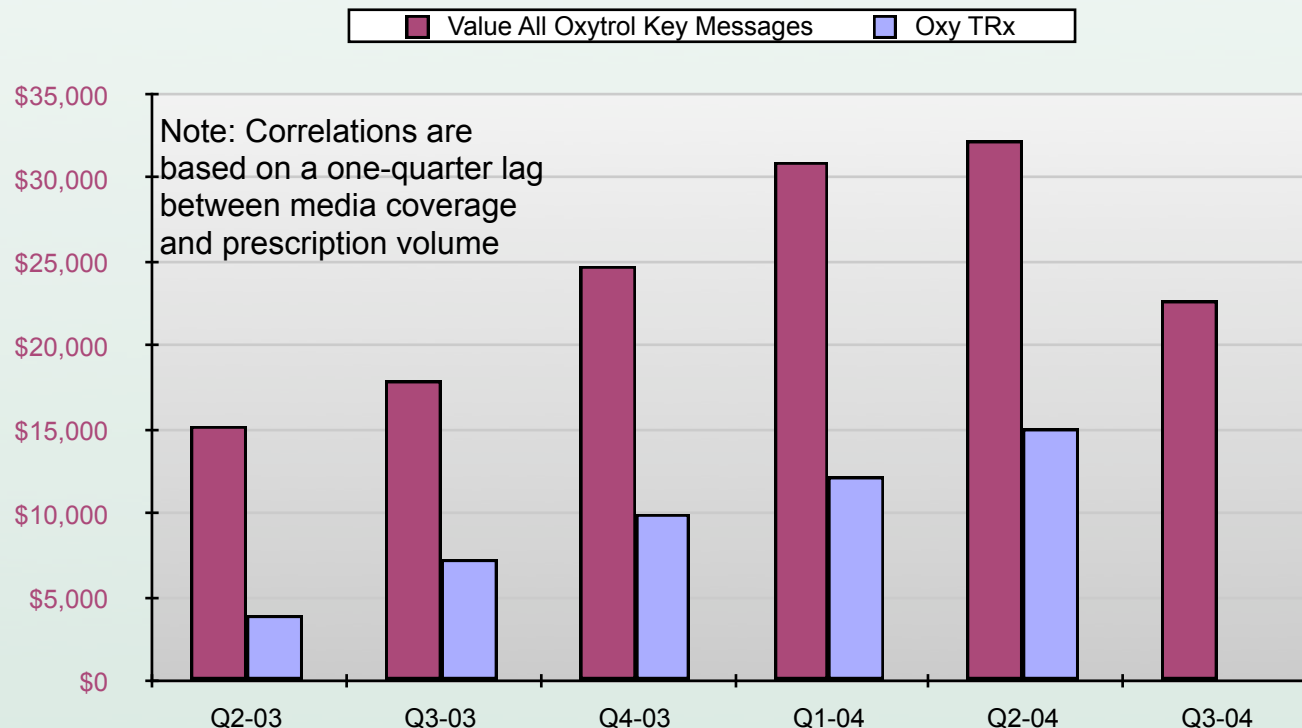
- Editorial discussion for the overactive bladder category is highly correlated to patient visits. This strongly suggests that editorial coverage plays a significant role in driving patient visits and Oxytrol prescription volume. *



* See slide 43 "Correlation of Patient Visits and TRx" for data on the relationship between patient visits and total Oxytrol scripts. The OAB patient visit data used in this analysis is collected electronically from 140,000+ US office-based physicians representing greater than 400 million visits per year as part of the normal insurance reimbursement process. Information is submitted electronically and includes patient demographics as well as the specific clinical reasons for the visit. The diagnoses, procedures and in-office medications are also recorded. SDI aggregates and reports these data on an ongoing basis.

Executive Summary *cont'd*

- Editorial discussion for Oxytrol is not highly correlated overall ($R=.51$). *
However, the value of articles containing key messages correlates very well ($R=.972$) with Oxytrol prescription volume – suggesting that key message media value could be an effective input for marketing mix or other sales forecasting models.



* For details, see slide 45 “Correlation of Oxytrol Discussion and TRx.”



Executive Summary *cont'd*

- Key messages about efficacy and side effects have a higher impact on driving prescription volume than compliance or patch key messages. *
- The patch key message receives about one third of the media value from articles containing a key message and is likely to be associated with positive coverage of Oxytrol. However, the message has a very low level of correlation with TRx. This seems to indicate that while it has an impact in generating positive editorial coverage, the message, by itself, is not optimally effective in helping to drive Oxytrol prescription volume.

	R-Value 1Q lag	Net Media Value	Percent of Media Value
All messages	0.972	\$144,021	100%
Efficacy	0.868	\$35,268	24%
Side effects	0.671	\$30,239	21%
Compliance	0.245	\$7,077	5%
Patch	0.136	\$47,117	33%

* Complete key messages detailed on slide 26.



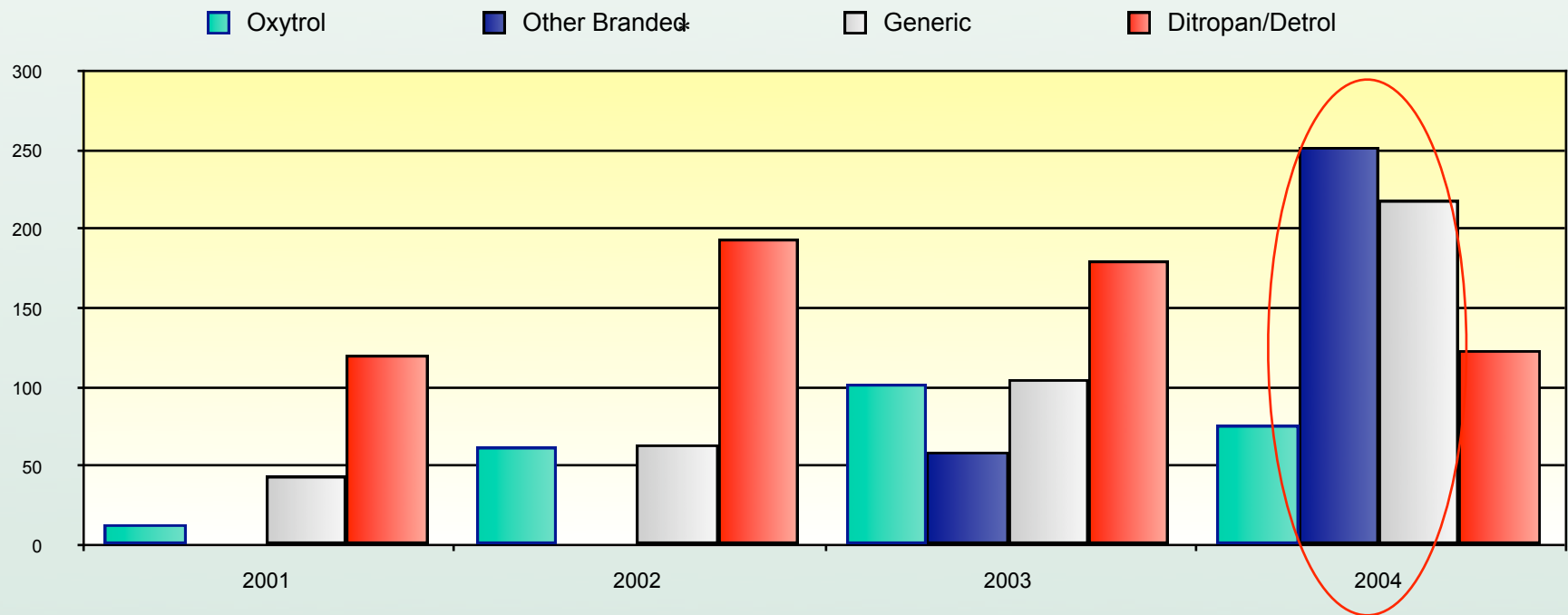
Executive Summary *cont'd*

- The proportion of all Oxytrol coverage that is positive increased from 23 percent prior to approval to 39 percent post approval. Also, in aggregate, the total number of positive Oxytrol stories increased by about four times (4x) pre- to post-approval.
- Articles containing a key message are approximately six times (6x) more likely to be positive than articles without one. Notably, three-quarters (75 percent) of Oxytrol-related stories include at least one key message.
 - Industry experience indicates this is an exceptionally high level of key message penetration. Typically, less than one-third of articles contain key messages.
 - It should be noted, however, that of Oxytrol stories that include the patch key message, few also mention the efficacy key message. As seen previously, this is important since the efficacy message is most-highly correlated to improvement in prescription volume – suggesting that the patch key message could be more effective if tied to product efficacy.
- Compared to Ortho McNeil and Pfizer, Watson Pharma is most prominent in OAB headlines.
 - This suggests that Oxytrol-related promotions and discussion is positively impacting coverage of Watson at the corporate level.



Executive Summary *cont'd*

- Discussion shifted in 2003 with the introduction of new products and has diluted quarterly share from the former three dominant medications.
 - Detrol LA, Ditropan XL and Oxytrol previously dominated discussion.
 - Perhaps not surprisingly given its recent approval, Sanctura captured 50 percent of media coverage in Q2-04 and Q3-04.
 - These findings substantiate the need for Oxytrol brand-specific media outreach in 2005.

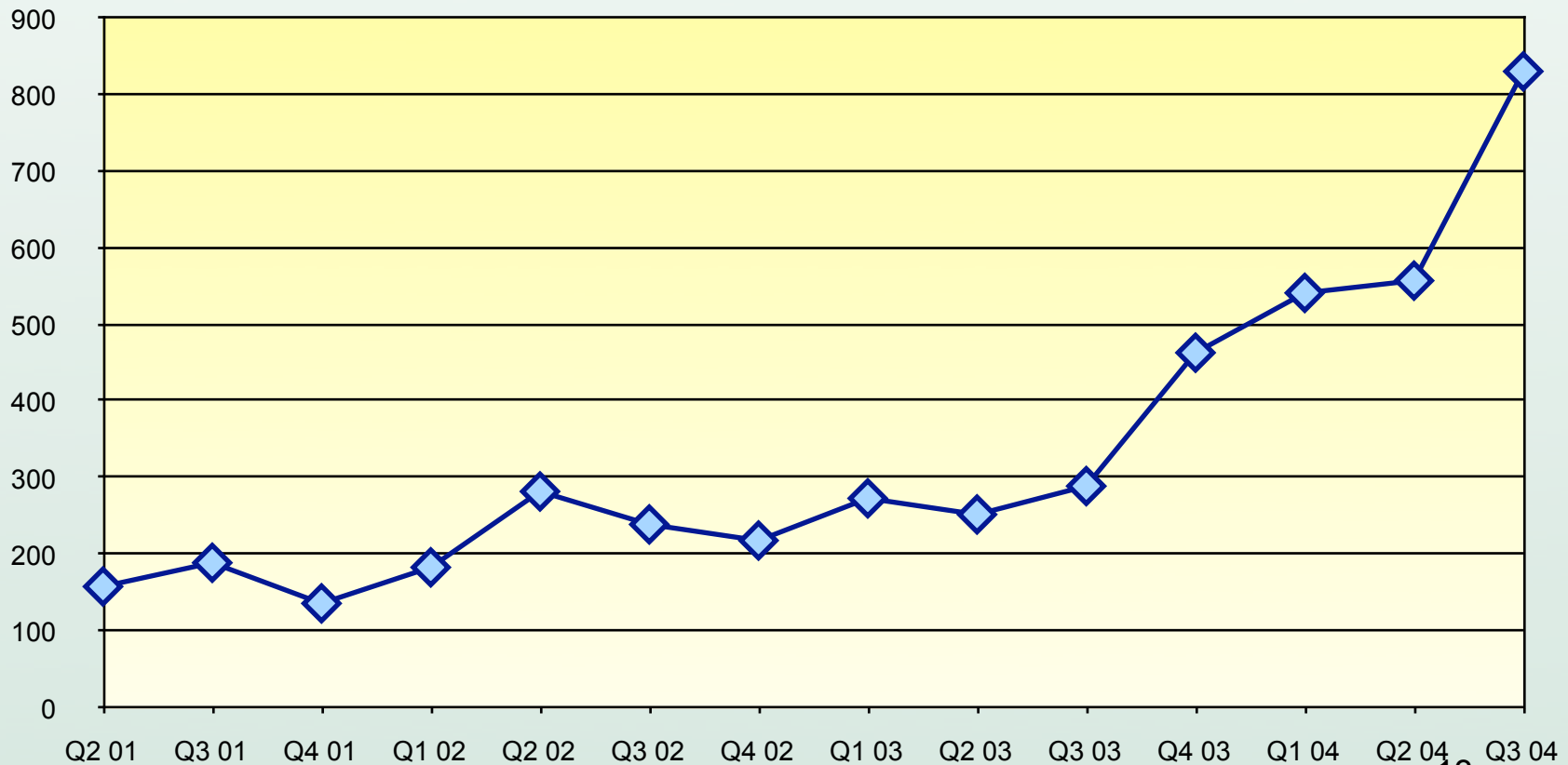


* Other Branded is composed of branded products excluding Oxytrol, Detrol and Ditropan.



Quarterly OAB Visibility

- Category related discussion has been increasing overtime.
- As noted previously, the overall level of discussion is highly correlated to patient visits for the category. This indicates that editorial discussion plays an important role in driving patient visits.



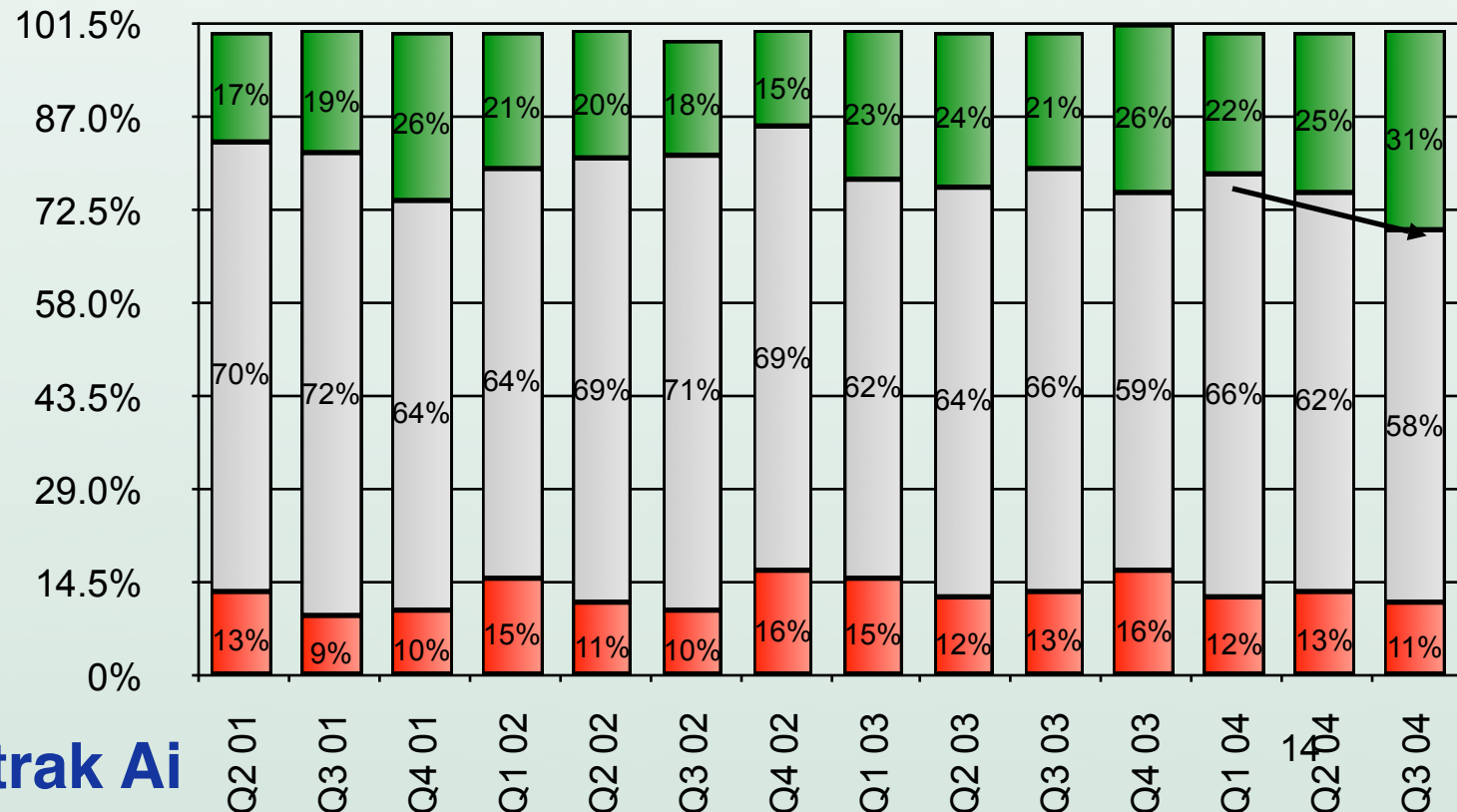
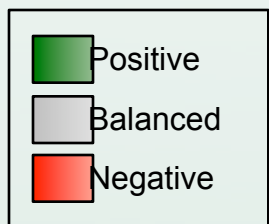
Yearly & Quarterly OAB Valence



- In general, the large majority of category-related stories are balanced.
- Suggesting that placing positive OAB-related stories is somewhat challenging, only between about one-fifth and one-quarter are positive in tone.



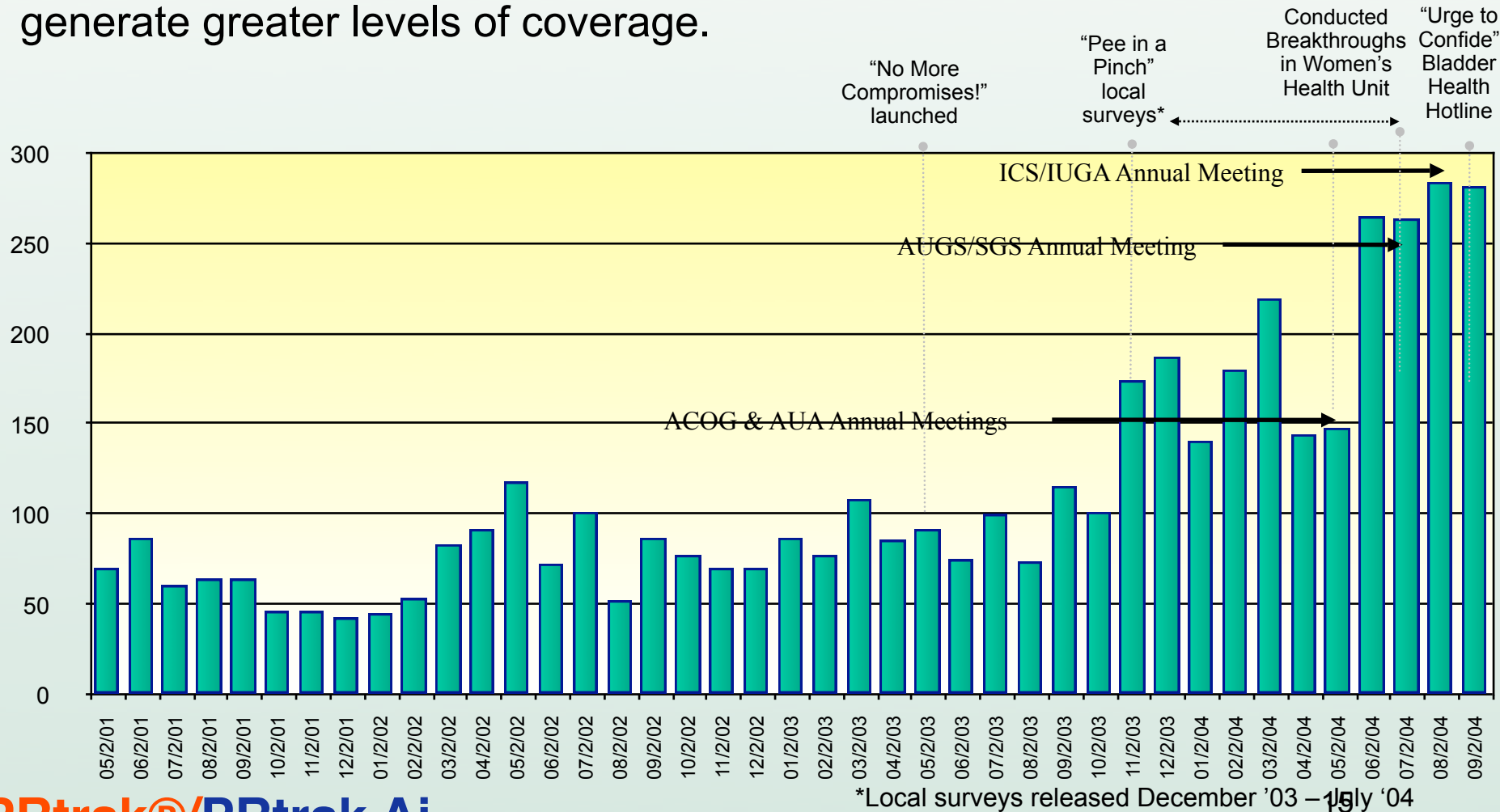
- Favorable coverage has increased gradually through 2004.





Monthly OAB Visibility

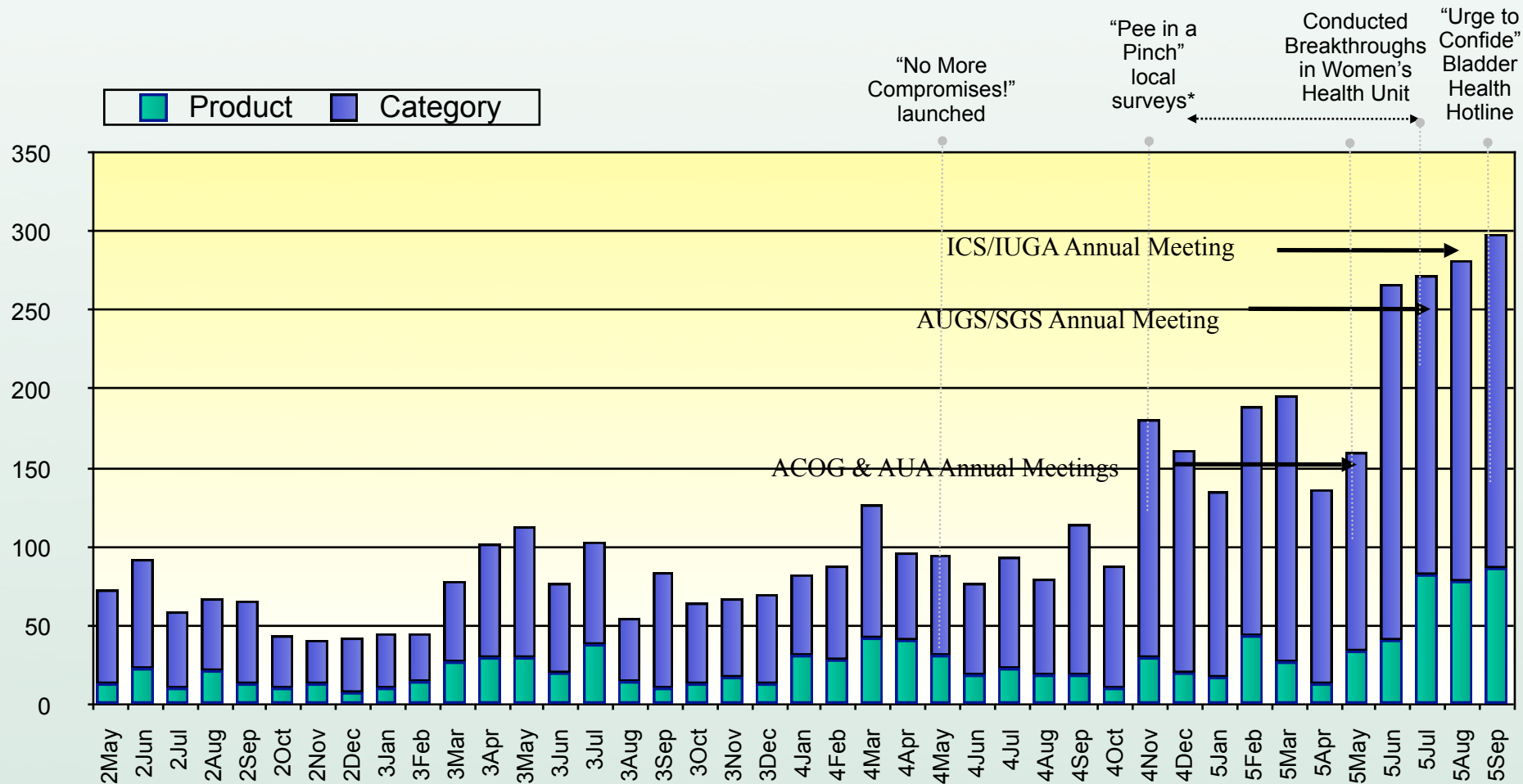
- Since the approval of Oxytrol and the launch of “*No More Compromises!*,” category related discussion has steadily increased.
- The increase in volume suggests an opportunity for PR-related efforts to generate greater levels of coverage.





Product vs. Category Visibility

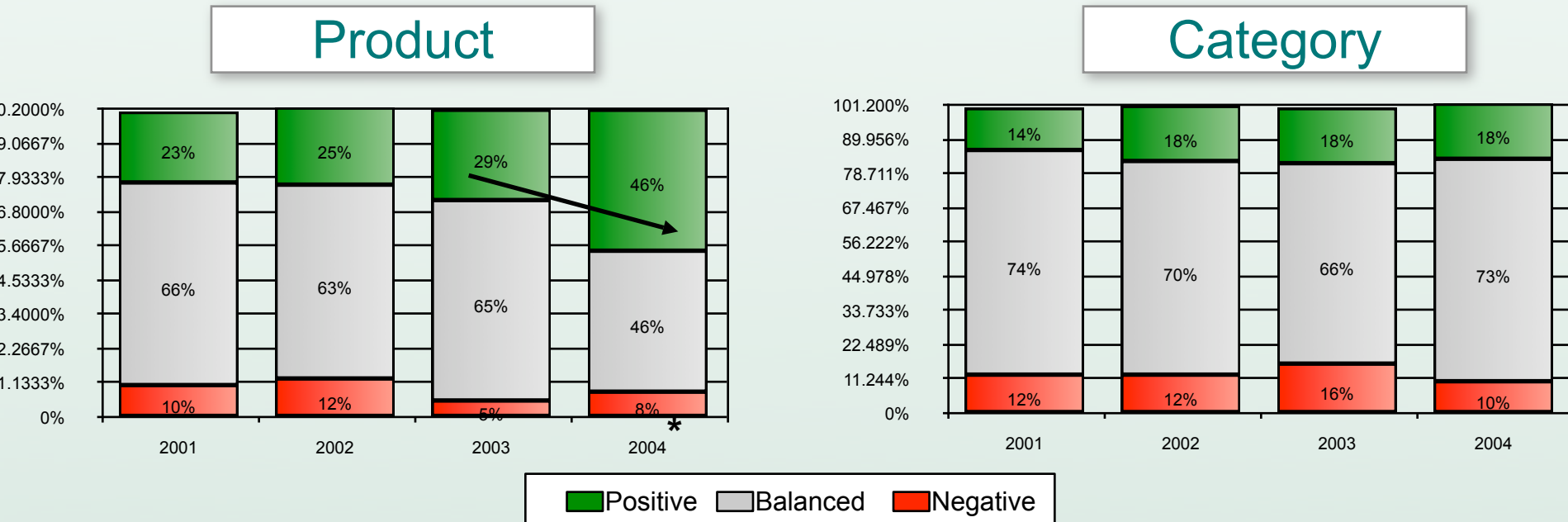
- While product-related discussion has increased in recent months, OAB articles not mentioning products is growing much faster.



*Local surveys released December '03 – 10 July '04

Product vs. Category Valence

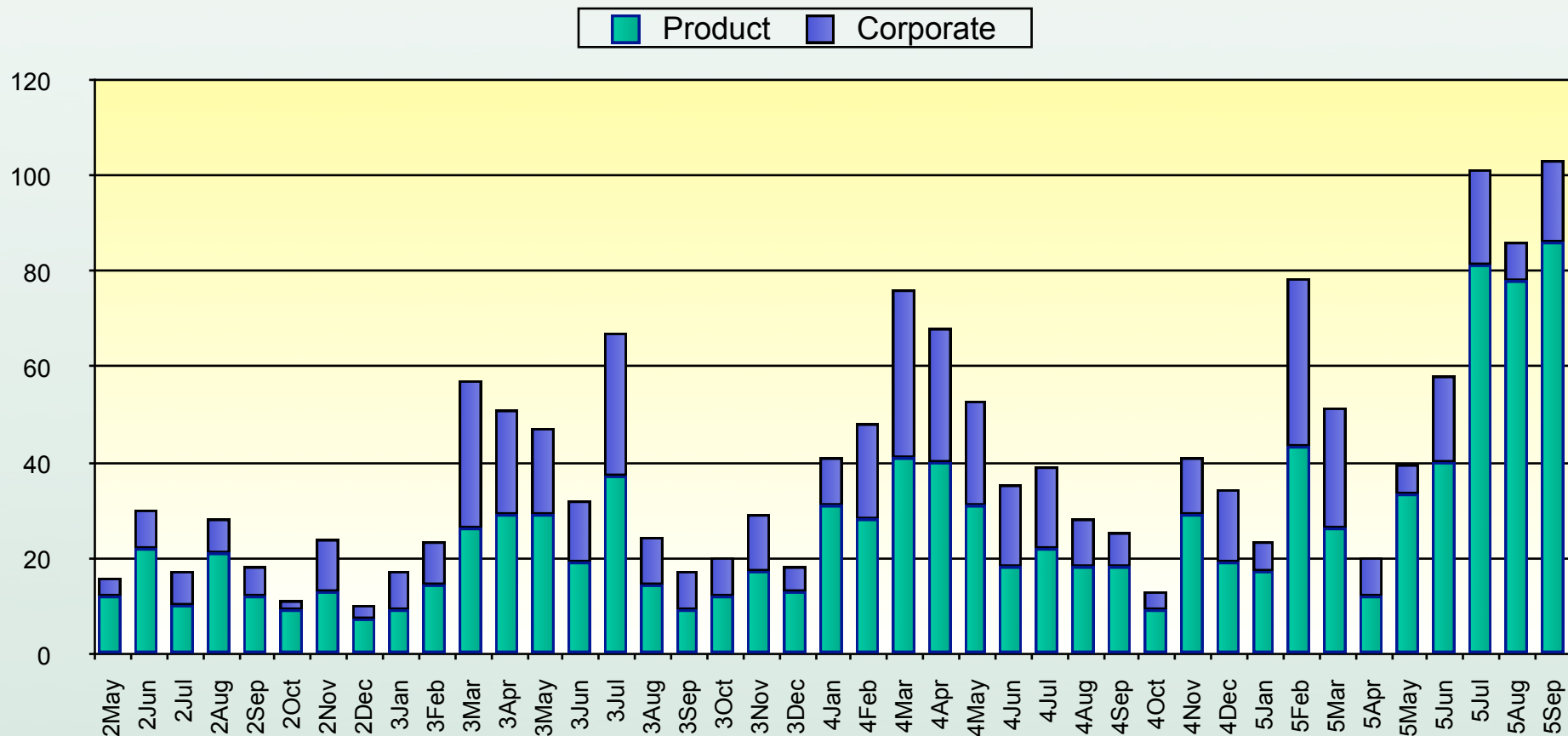
- Product coverage is notably more positive than category-related coverage – particularly in 2004 (46 vs. 18 percent). This boost appears related to positive coverage of new products including Sanctura (approved Q3-04). *





Product vs. Corporate Visibility

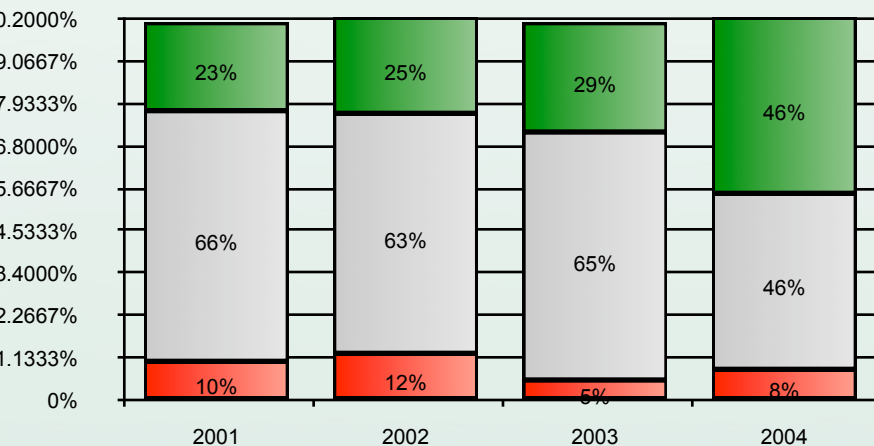
- Corporate discussion is clearly secondary to mentions of specific category-related brands and products. In particular, there are about twice as many product-related versus corporate stories.



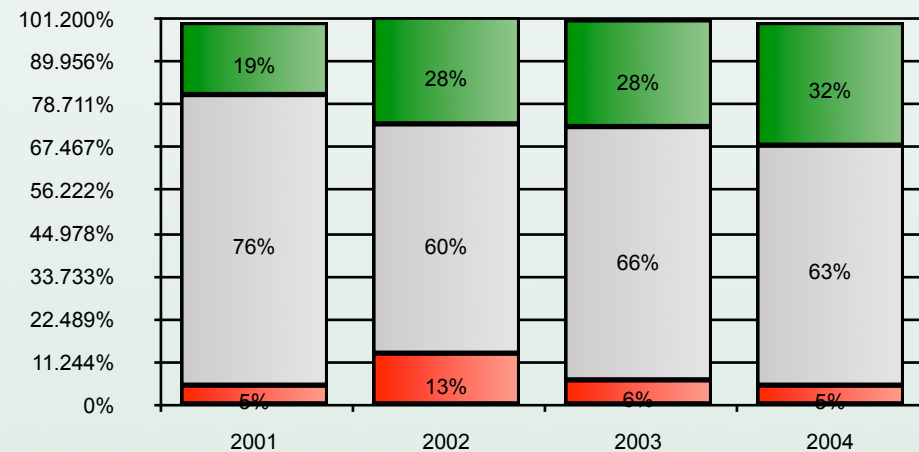
Product vs. Corporate Valence

- Product coverage has been notably more favorable than corporate coverage in 2004.

Product



Corporate

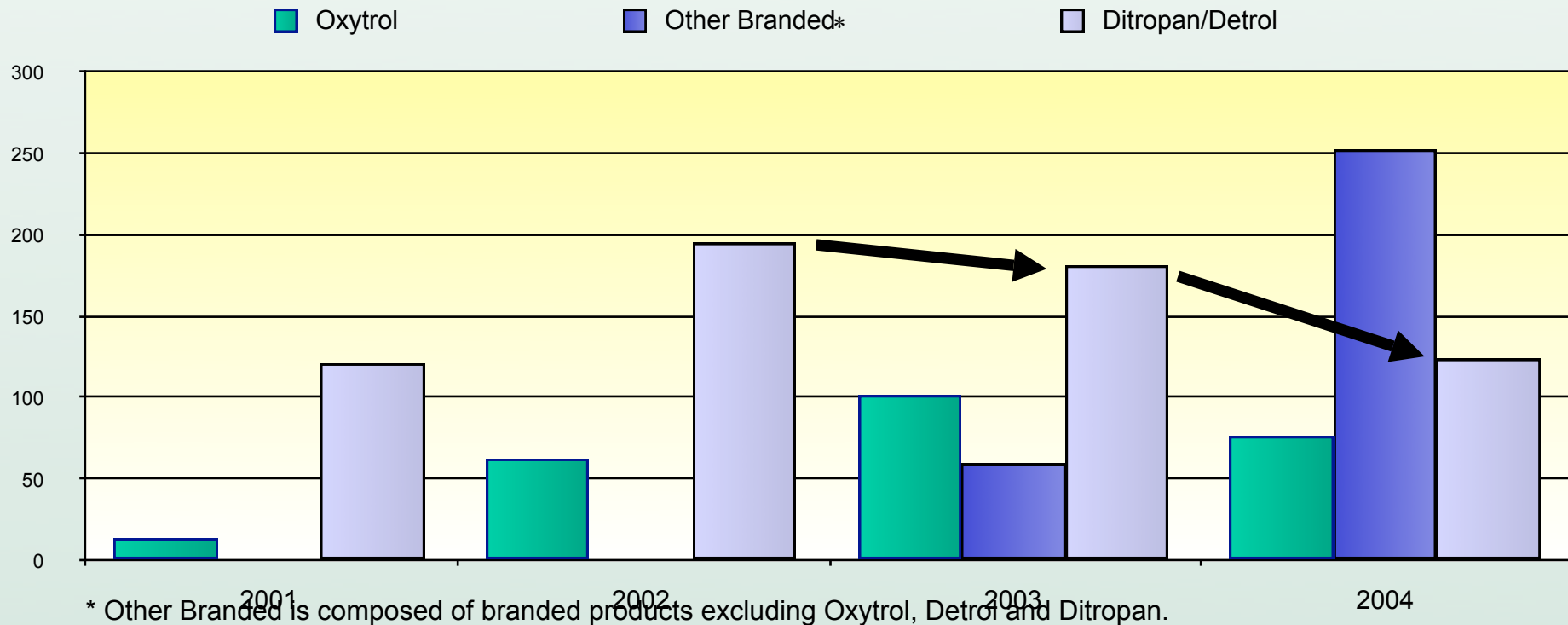


■ Positive
 ■ Balanced
 ■ Negative



Oxytrol vs. Competitor Visibility

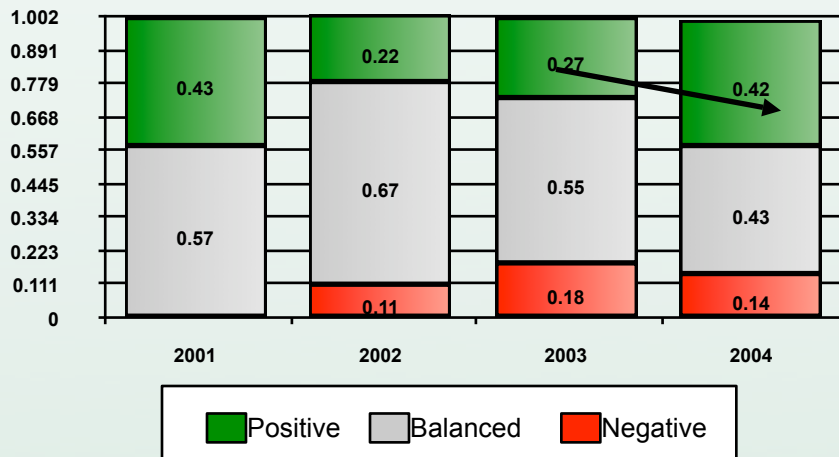
- Oxytrol coverage grew steadily from 2001 to 2003 and stabilized in 2004.
- Combined coverage of Ditropan XL and Detrol LA has steadily declined on a yearly basis since 2002.
- There has been a sharp increase in coverage of “other branded” products between 2003 and 2004.
 - These findings substantiate the need for aggressive aggressive branded media outreach in 2005.



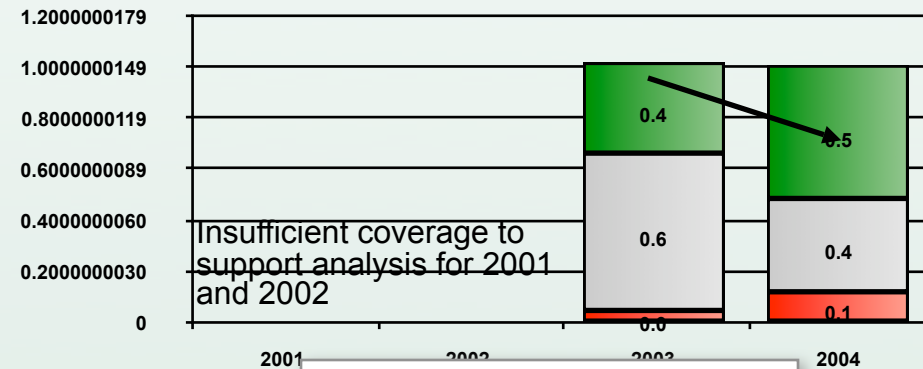
Oxytrol vs. Competitor Valence

- Positive coverage of Oxytrol increased notably from 2003 to 2004. However, positive coverage of other branded products exceeded that for Oxytrol in 2004.

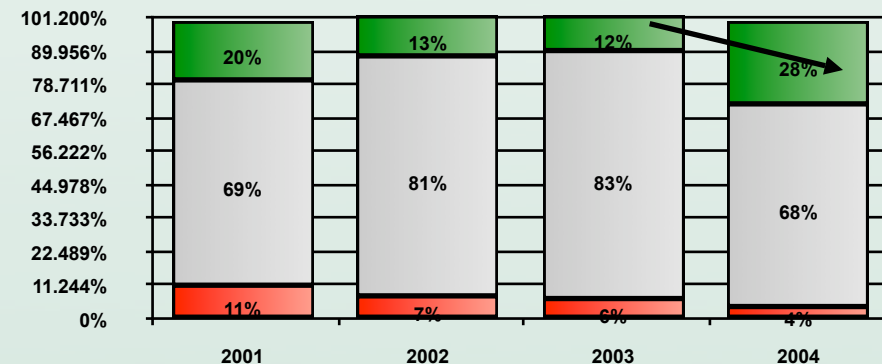
Oxytrol



Other Branded*



Ditropan/Detrol

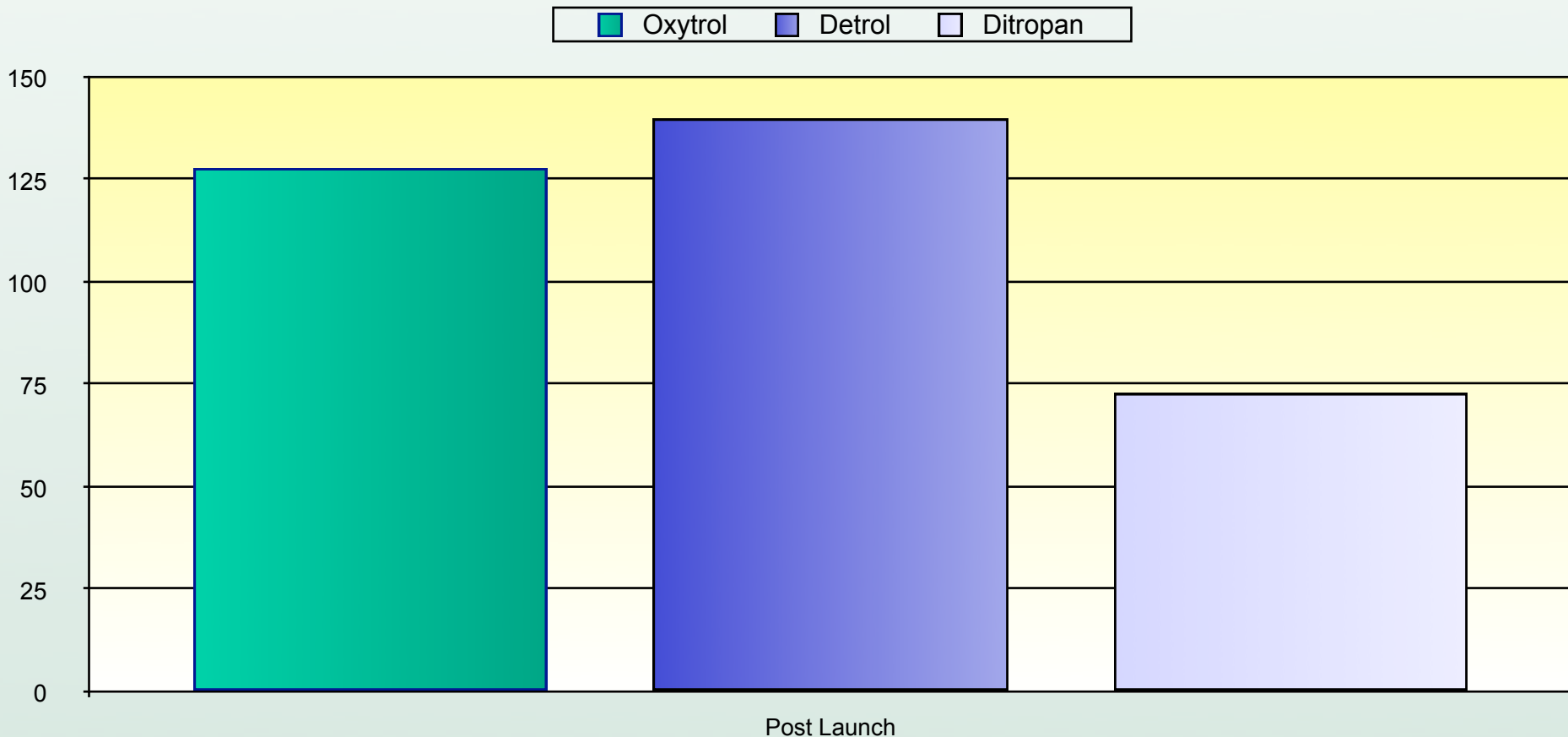


* Other Branded is composed of branded products excluding Oxytrol, Detrol and Ditropan.



Visibility Post “*No More Compromises!*” Launch

- Following the launch of “*No More Compromises!*,” Oxytrol has received comparable coverage relative to Detrol LA and notably more coverage versus Ditropan XL.

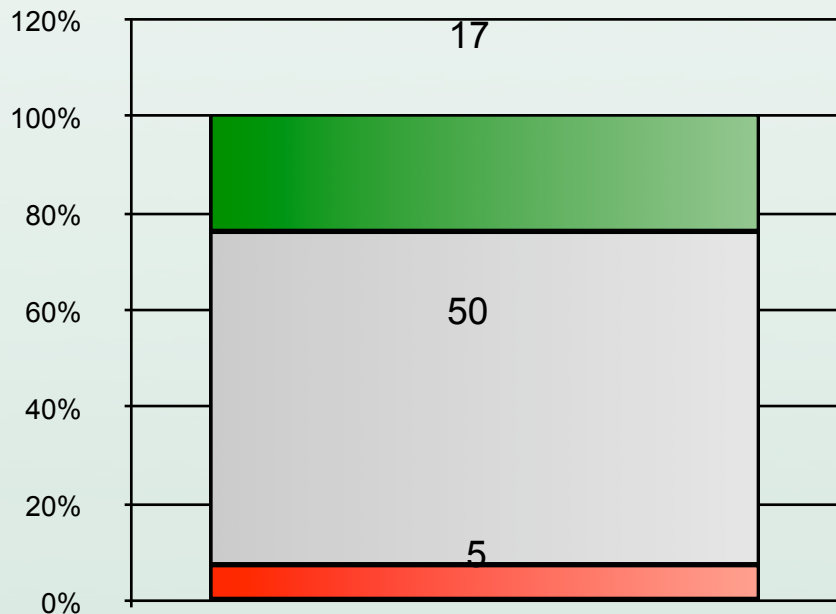




Oxytrol Valence Pre & Post Approval

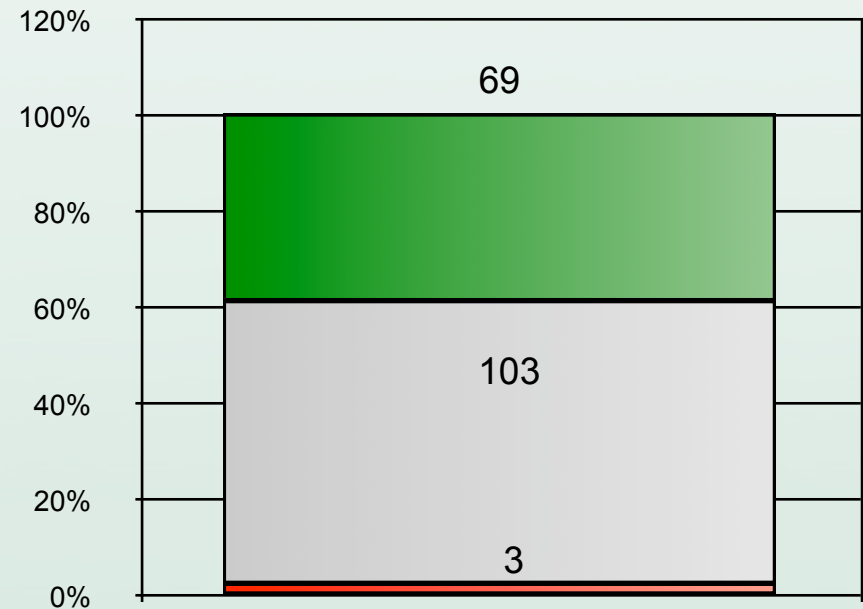
- The proportion of all Oxytrol stories that are positive increased from about one-quarter (23 percent) prior to approval to about four out of ten (39 percent) post-approval.
- Also, in aggregate, the total number of positive Oxytrol stories increased by about four times (4x) pre- to post-approval.

Pre-Approval



Pre-Approval

Post-Approval



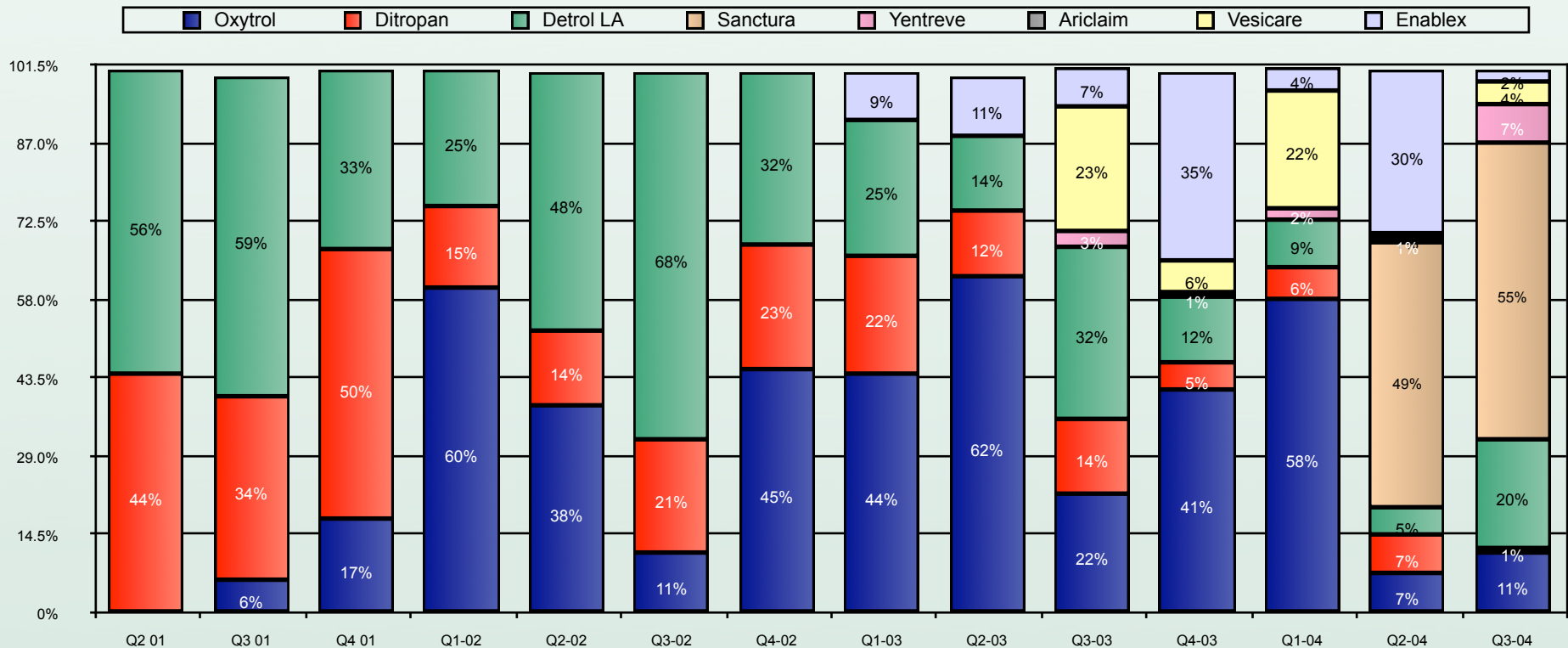
Post-Approval

Positive Balanced Negative



Quarterly Share of Net Positive Discussion *

- In 2001 and 2002, Detrol LA, Ditropan XL and Oxytrol dominated Net Positive Discussion. However, Net Positive Discussion shifted in 2003 even prior to the launch of other products and has diluted quarterly share from the former three dominant medications.
- With the medication's approval in Q2-04, Sanctura's pre-launch efforts have generated by far the most positive coverage of products in the category.



* Percentages of Positive and Balanced discussion of all products (negative discussion is not included).

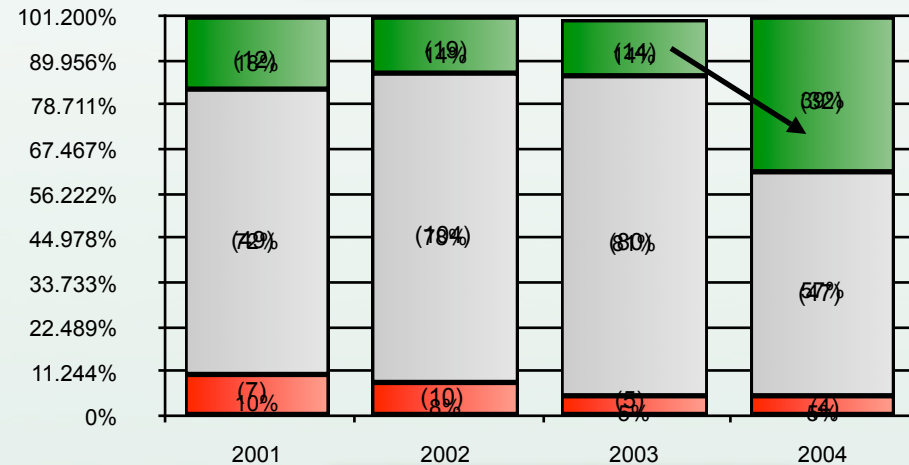


Yearly Product Valence

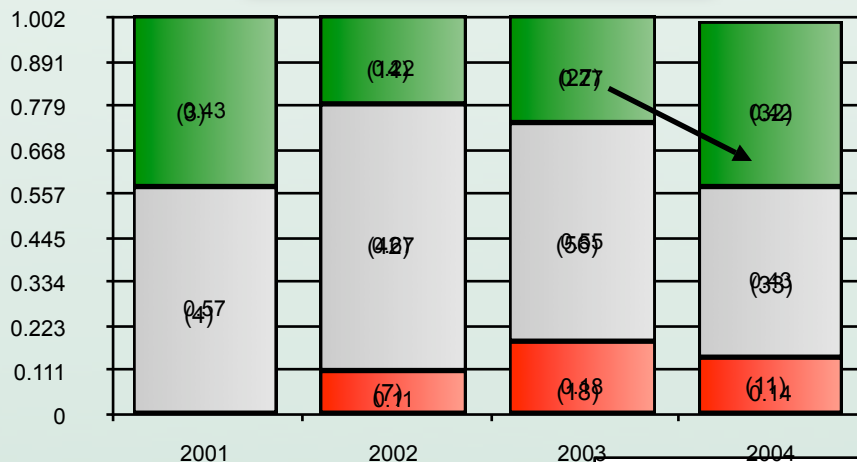
- Positive coverage increased for Oxytrol from 2003 to 2004, but to a lesser extent than Detrol LA.
- Positive coverage increased for Detrol LA from 2003 to 2004. This is largely related to Pfizer releasing a study that showed Detrol LA is effective for the treatment of mixed incontinence.
- Coverage of Ditropan XL has been least positive overtime.

Note: Numbers in parenthesis represent the raw article counts.

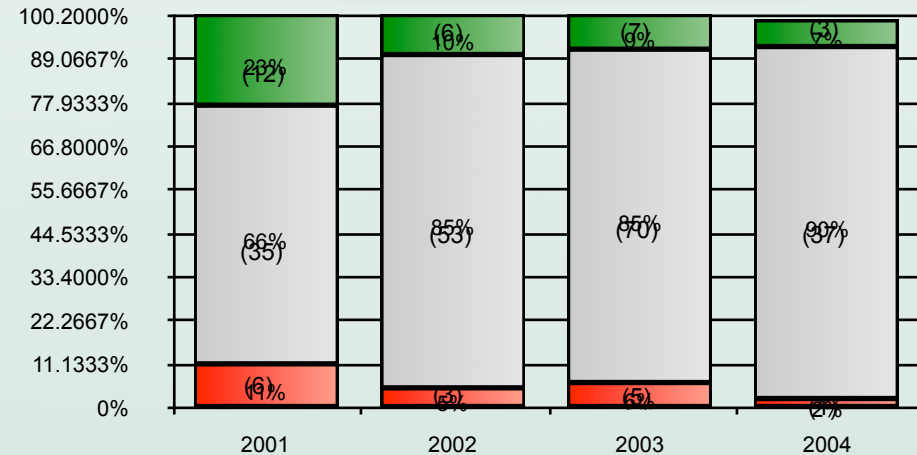
Detrol LA



Oxytrol



Ditropan XL



Positive Balanced Negative



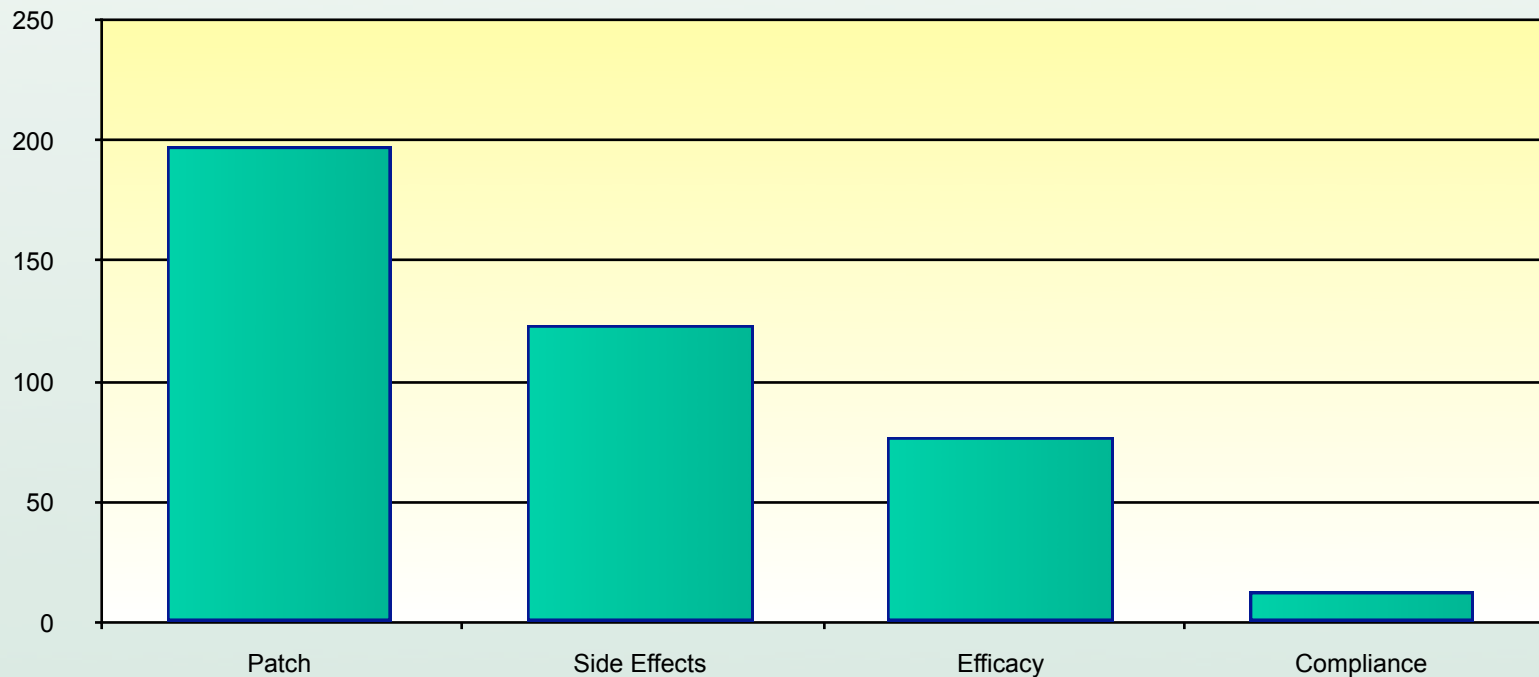
Oxytrol Key Messages

- Patch - Oxytrol is the only thin, flexible and clear patch FDA approved to treat the symptoms of OAB.
- Efficacy - Oxytrol offers OAB patients proven efficacy.
- Low incidence of side effects - Oxytrol offers OAB patients a low incidence of anticholinergic side effects, such as dry mouth and constipation.
 - In clinical studies, the difference in dry mouth, constipation and dizziness between Oxytrol and placebo was not statistically significant.
- Patient compliance - Oxytrol may improve patient compliance because of its convenient twice-weekly dosing schedule.



Total Oxytrol Key Message Visibility

- In terms of Oxytrol key message visibility, the patch-related and side effect messages occur most often, followed by efficacy.
- The compliance key message appears notably less frequently.



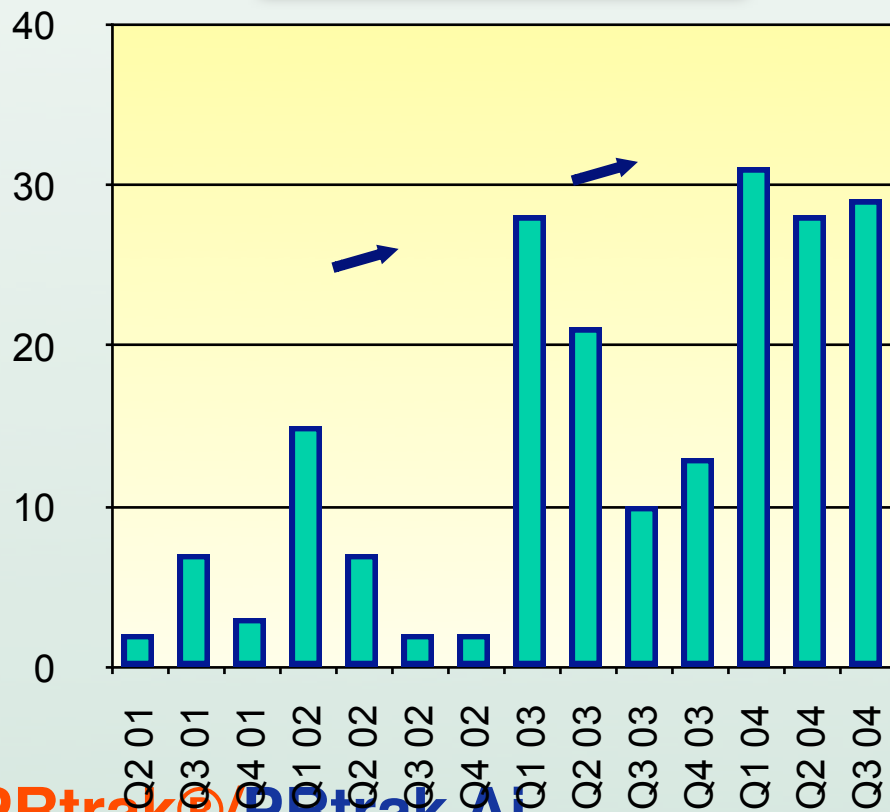
May 2001 – September 2004



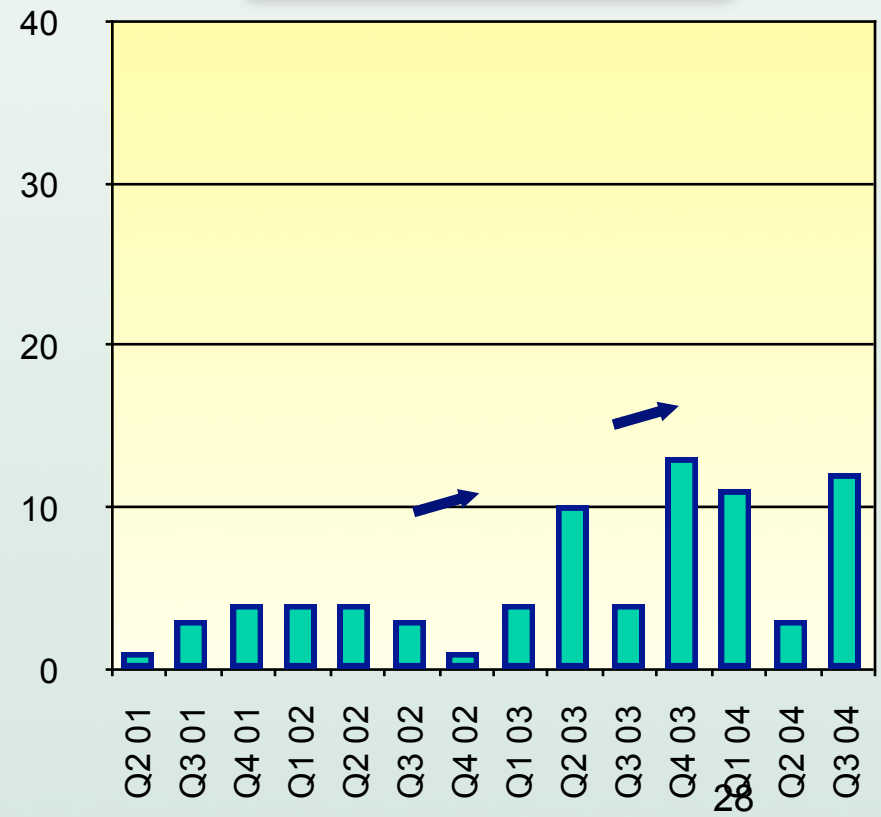
Oxytrol Key Message Visibility

- Oxytrol key message visibility has generally increased overtime.

Patch



Efficacy

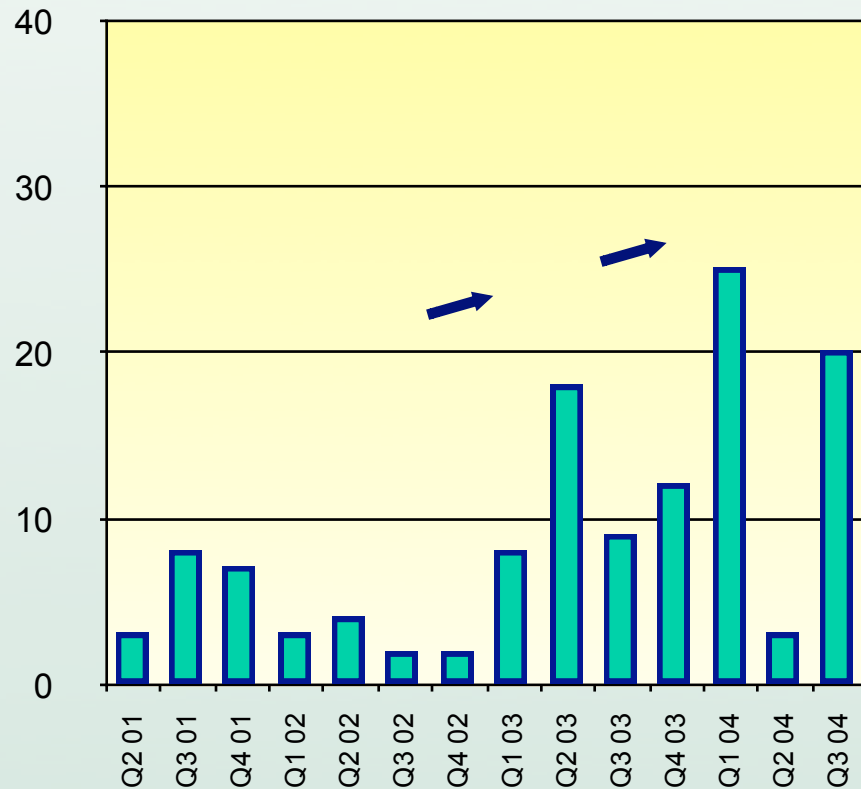




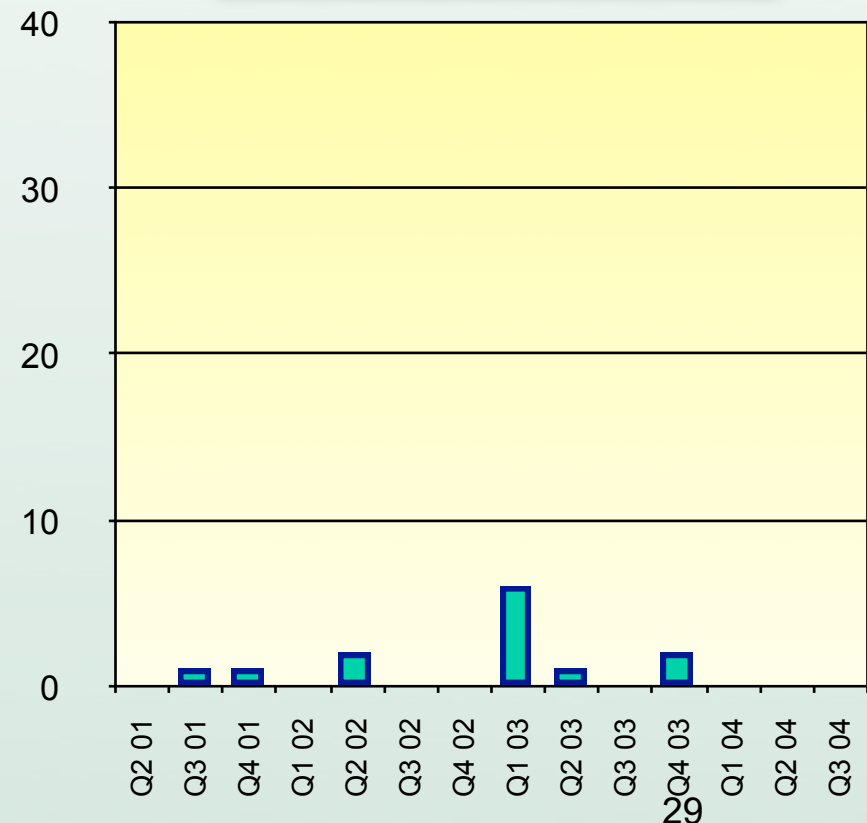
Oxytrol Key Message Visibility *cont'd*

- A patient compliance key message is more likely to be meaningful to health care professionals and may have less impact with consumers. As a result, the message may not encourage pickup by consumer media.

Side Effects

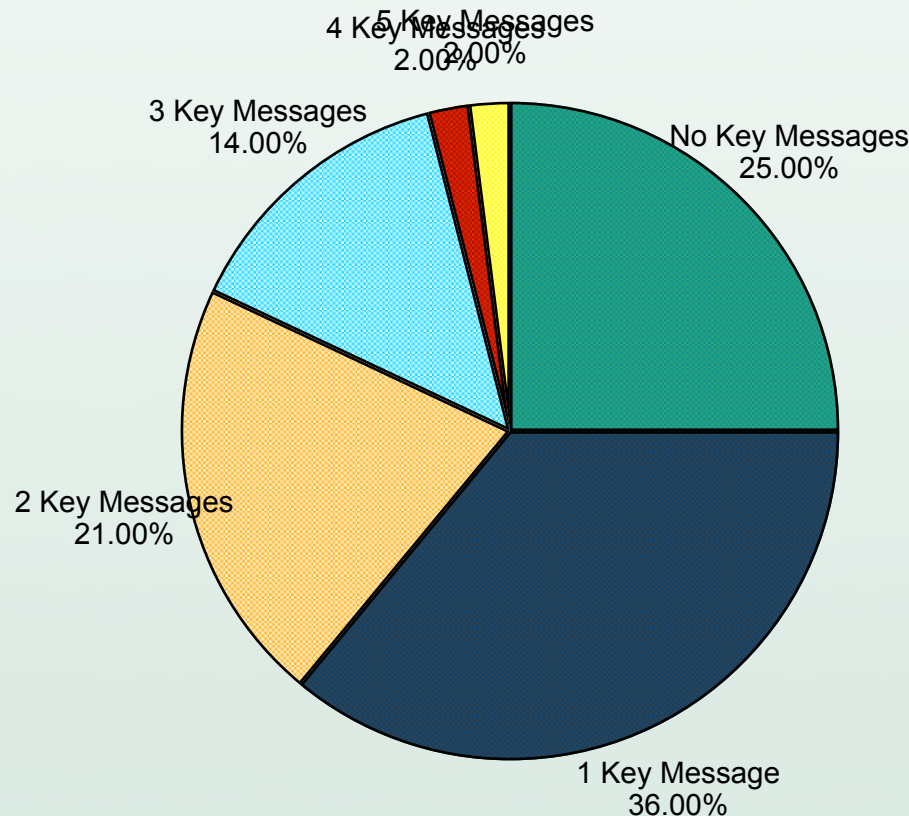


Compliance*



Oxytrol Key Message Penetration

- Three-quarters (75 percent) of Oxytrol-related stories include at least one key message. Based on industry experience, this is extremely high.
- About four out of ten (39 percent) stories that mention Oxytrol pickup at least two key messages.

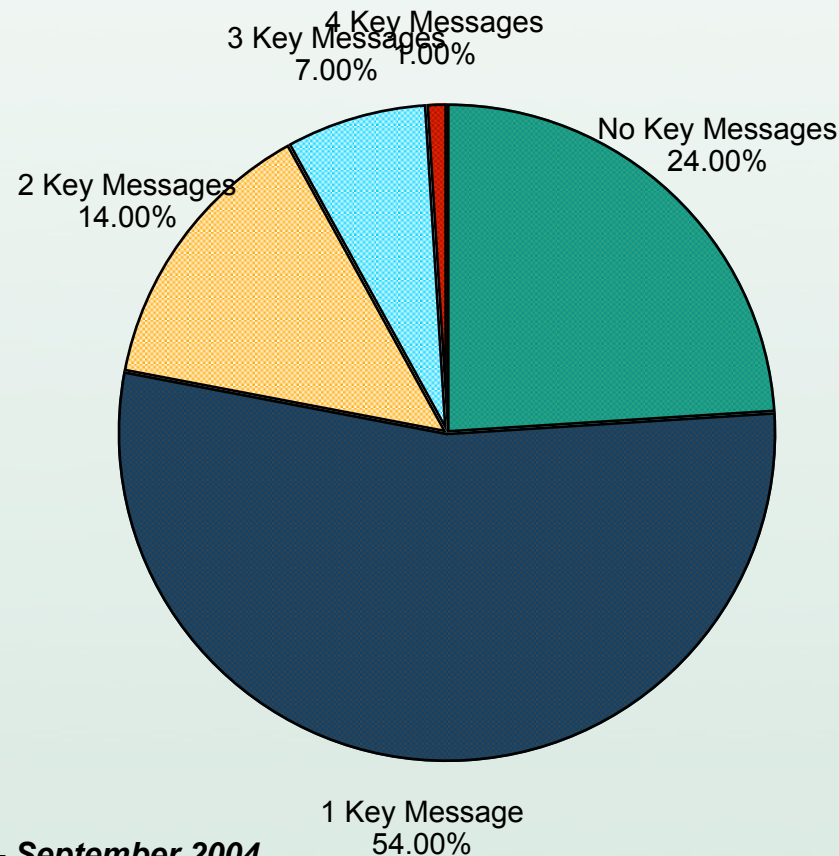


May 2001 – September 2004

Oxytrol Key Message Penetration Within Target Media



- An impressive three quarters (76 percent) of Oxytrol-related stories within target media include at least one key message.



May 2001 – September 2004

* Target Media includes Women's Journals, Consumer Magazines, OB/Gyn Trade Magazines, Urology Trade Magazines, all Newspapers and all TV.

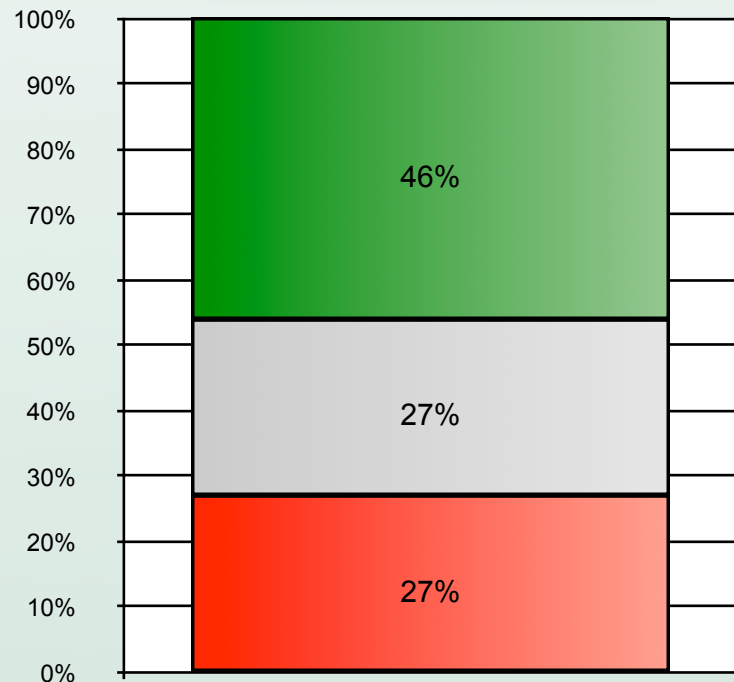


Oxytrol Valence of Key Message Articles vs. Articles without a Key Message

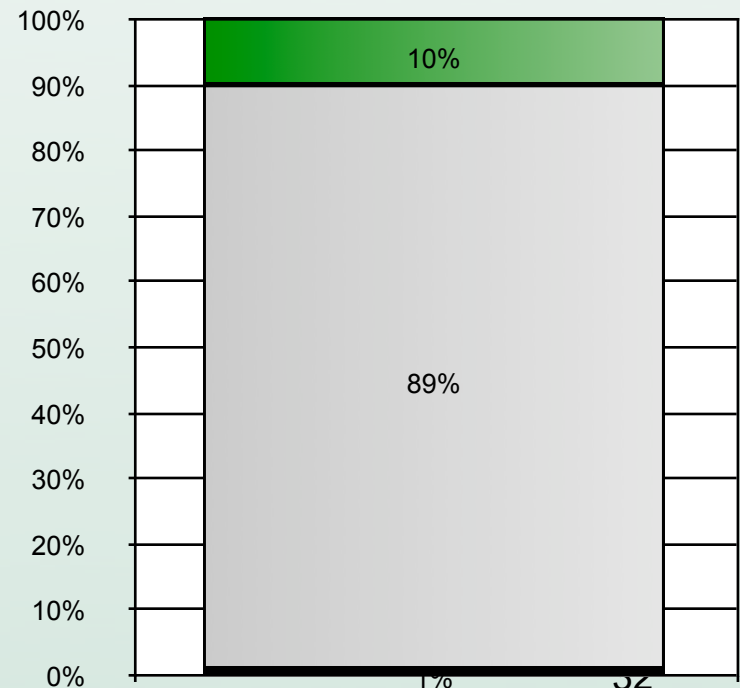
- Articles containing a key message are nearly six times (6x) more likely to be positive than articles without a key message. Specifically, about six out of ten (57 percent) articles with an Oxytrol key message are positive versus one out of ten (10 percent) that do not have a key message.



Key Message



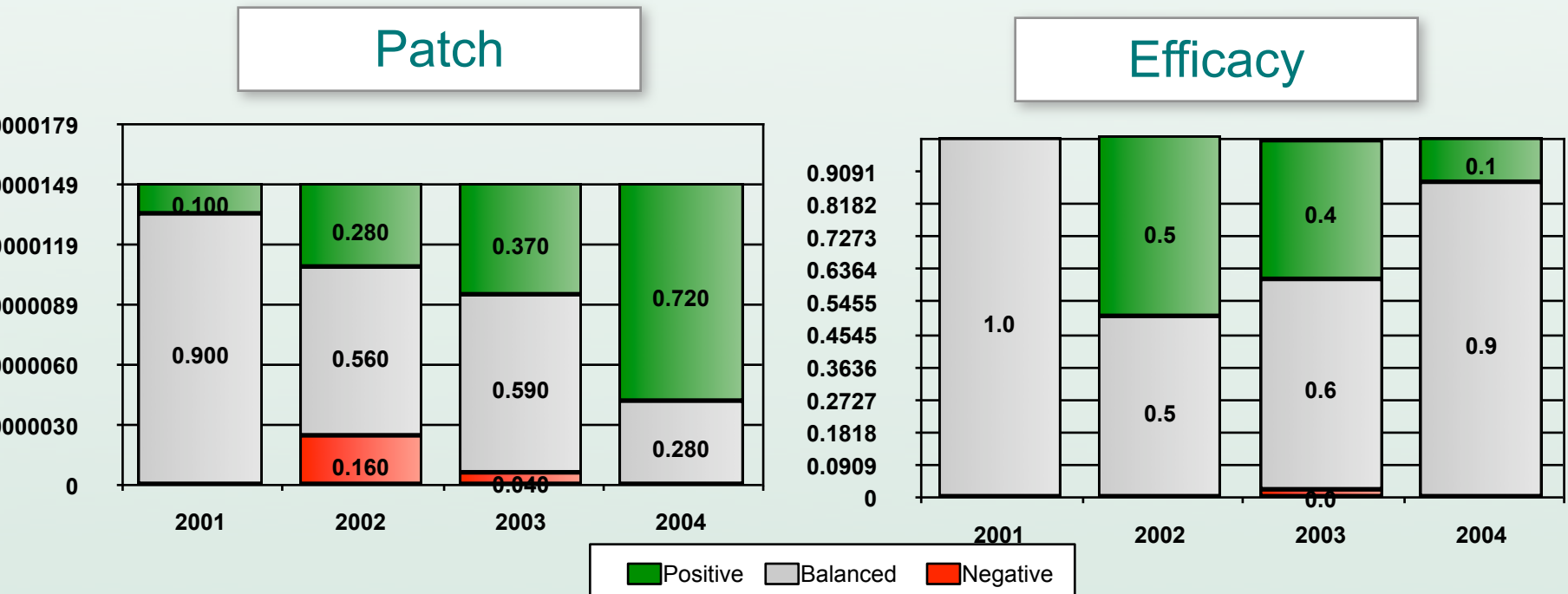
No Key Message



May 2001 – September 2004

Oxytrol Yearly Key Message Valence

- While Oxytrol's patch-related key message does not appear to be directly associated with TRx (see slide 45), the large majority (72 percent) of stories that include playback of this message in 2004 have been positive.
 - The improvement in positive coverage is the result of general discussion about the Oxytrol patch being one of the more promising products in Watson's pipeline.

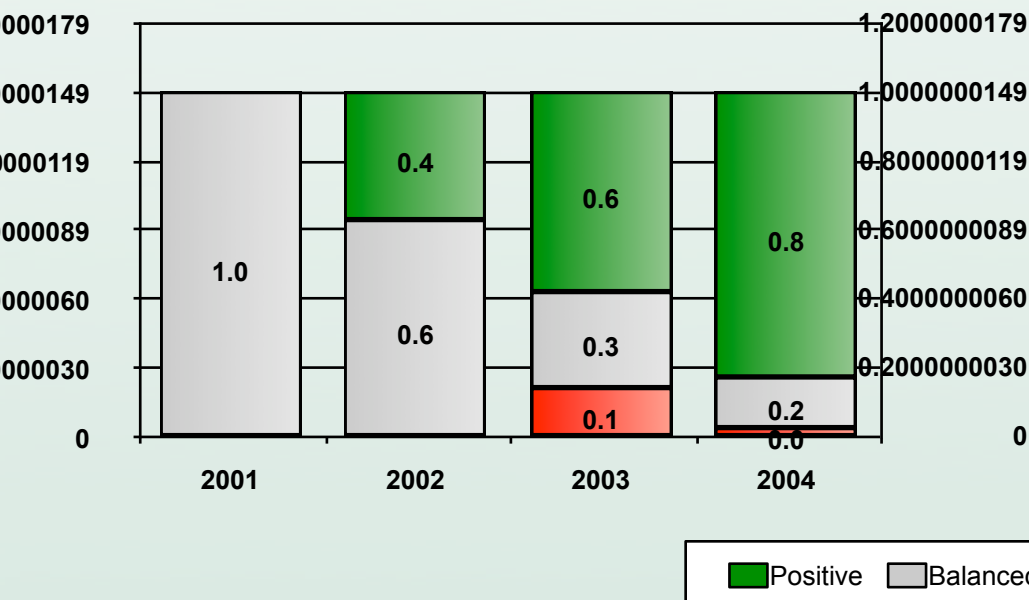




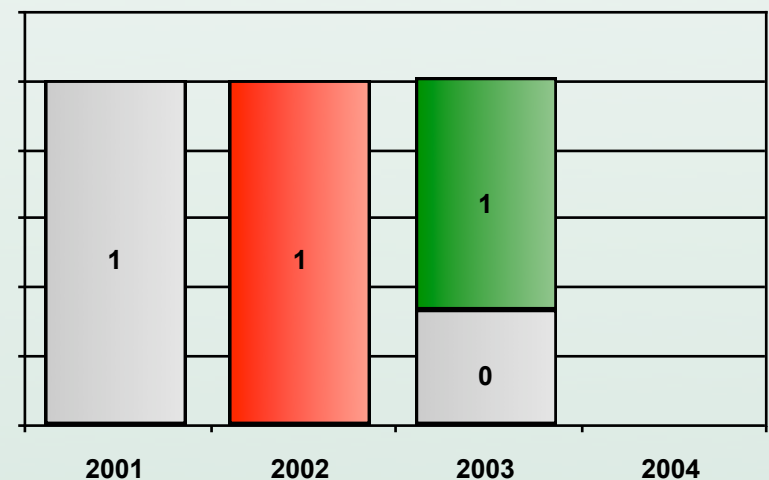
Oxytrol Yearly Key Message Valence

- The vast majority (83 percent) of Oxytrol stories that include playback of the product's side effect-related key message have been positive in 2004.

Side Effects



Compliance





Oxytrol Key Message Co-Occurrence Penetration

- Of Oxytrol stories that include the patch key message, only about one-fifth (20 percent) also mention the the efficacy key message.
 - This is important because findings show the efficacy key message has a greater correlation with increased prescription volume than any other key message.*

# Key Messages	Key Message	# Co-Occurrences
1	Patch	133
1	Side Effects	37
1	Efficacy	18
1	Compliance	3
1	Symptom Relief	0
2	Patch & Side Effects	29
2	Side Effects & Efficacy	26
2	Efficacy & Patch	7
2	Compliance & Patch	3
2	Compliance & Side Effects	3
2	Patch & Symptom Relief	1
3	Efficacy, Patch & Side Effects	20
3	Efficacy, Compliance & Side Effects	1
3	Patch, Side Effects & Symptom Relief	1
3	Efficacy, Side Effects & Symptom Relief	1
4	Side Effects, Efficacy, Patch & Symptom Relief	1
5	All	2

* See slide 47, “Correlation of Oxytrol Key Message Discussion and TRx”

Extent of Mention

- Oxytrol has far more “significant” articles than competitors in absolute terms.
- Ditropan XL has far fewer total articles, but the highest percentage of “significant” mentions compared to Oxytrol and Detrol LA. However, as seen previously, Ditropan has also been covered least favorably

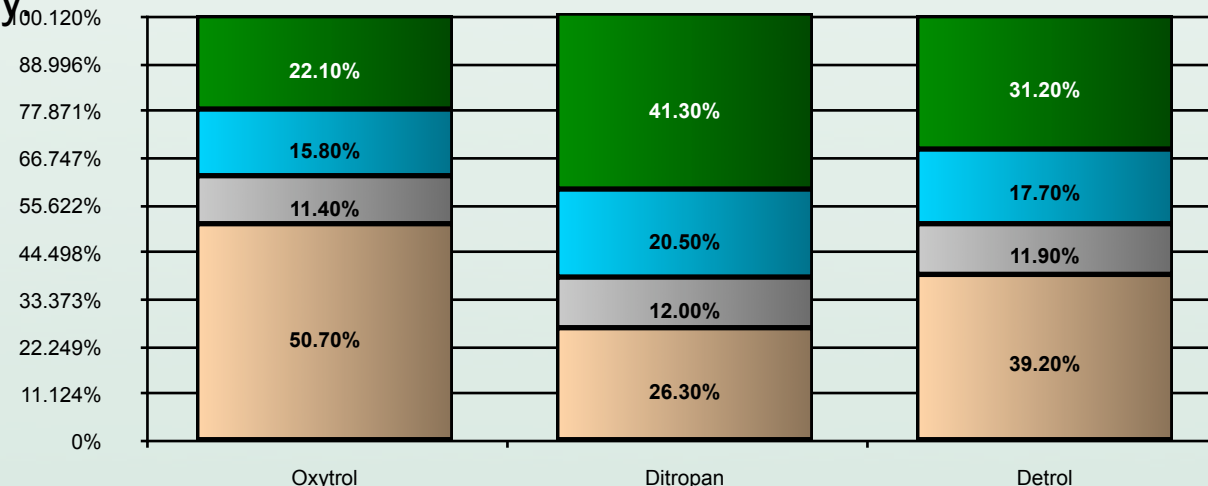
Article Relevance	Oxytrol	Ditropan	Detrol
Marginal	449	68	241
Average	101	31	73
Significant	140	53	109
Very Significant	196	107	192

Marginal: Mentions in less than 10 percent of the sentences in the article.

Average: Mentions in 11 – 25 percent of the sentences in the article.

Significant: Mentions in 26 – 59 percent of the sentences in the article.

Very Significant: Mentions in 60 percent or more of the sentences in the article.



May 2001 – September 2004



Extent of Oxytrol Key Messages

- More than half of the (53 percent) of Oxytrol articles include the medication's key messages in 11 to 25 percent of the sentences.
- Just under one-fifth (17 percent) of OAB articles include key messages in 26 percent or more of the sentences.

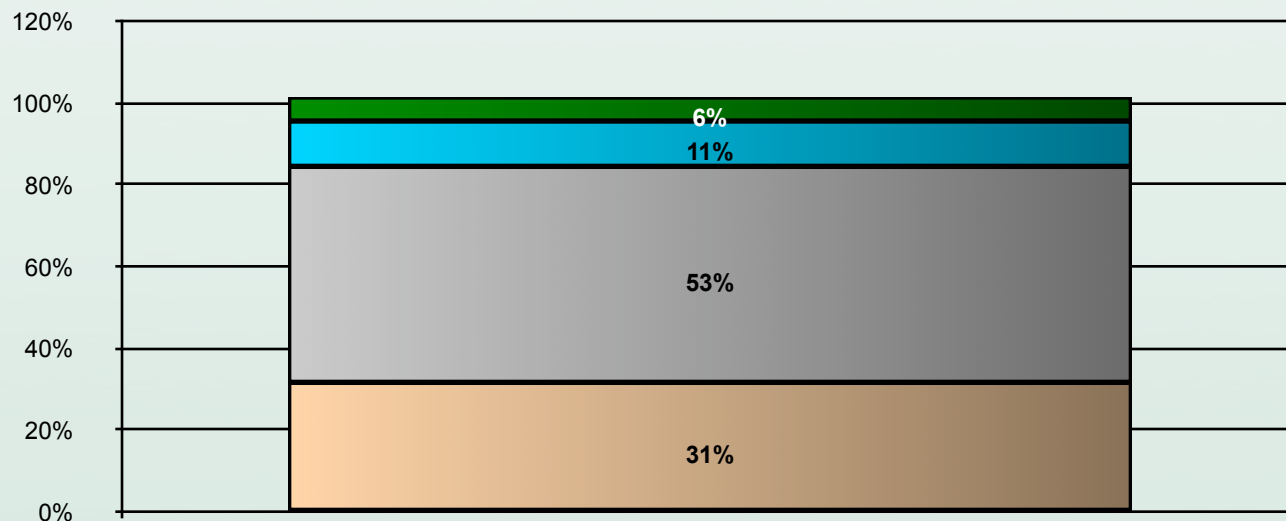
Article Relevance	# Key Messages
Marginal (< 1%)	62
Average (1 - 5%)	105
Significant (5 - 10%)	22
Very Significant (10+%)	11

Marginal: Mentions in less than 10 percent of the sentences in the article.

Average: Mentions in 11 – 25 percent of the sentences in the article.

Significant: Mentions in 26 – 59 percent of the sentences in the article.

Very Significant: Mentions in 60 percent or more of the sentences in the article.



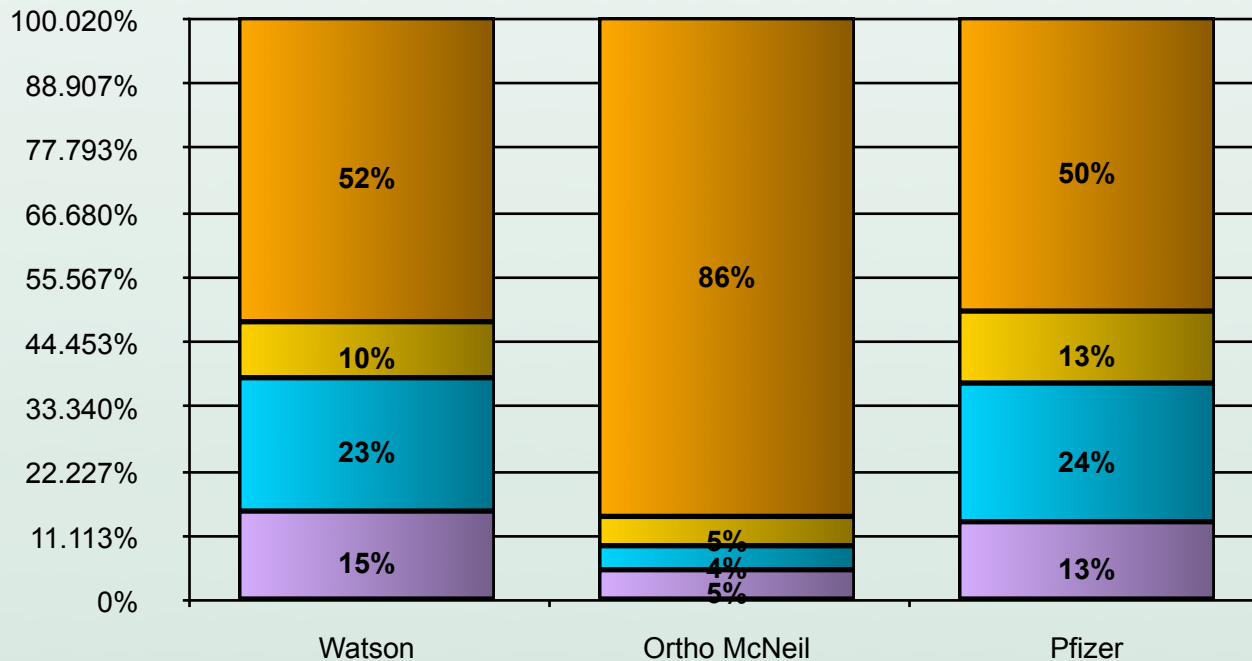
May 2001 – September 2004 Oxytrol



Prominence by Company

- Watson is most prominent in OAB headlines, compared to Ortho McNeil and Pfizer.
- About four out of ten (38 percent) OAB stories mention Watson in the first paragraph or the headline.

Article Relevance	Watson	Ortho McNeil	Pfizer
Total Articles	233	117	288
Headline	118	15	72
Paragraph 1	177	12	128
Paragraph 2	73	16	68
Paragraph 3+	402	262	272



Note: The sum of headline and paragraph placements will exceed total articles because companies are often mentioned multiple times within an article.

Visibility In Top Sources For All Articles

- The distribution by type of publication in the charts below shows continued interest among the trade media in OAB.

Target Source	Visibility
Health & Medicine Week	220
Biotech Week	206
Women's Health Weekly	162
Drug Week	144
Med Ad News	143
Urology Times	130
Medical Devices & Surgical Technology Week	92
OB GYN News	91
Obesity, Fitness & Wellness Week	88
Biotech Business Week	77
The Wichita Eagle	58
Physician Law Weekly	55
OBGYN & Reproduction Week	55
R & D Directions	48
Law & Health Weekly	48
Family Practice News	48
Chemical Market Reporter	44
The Indianapolis Star	43
American Family Physician	41
Medicine & Law Weekly	41
Drug Topics	41
The Washington Post	38
Medical Marketing & Media	36
Connecticut Post (Bridgeport, CT)	35
Pharma Investments, Ventures & Law Weekly	34

Target Source	Visibility
Clinical Trials Week	33
Biotech Law Weekly	32
Pharma Law Weekly	31
Community Pharmacy	27
The New York Times	26
Lab Business Week	25
Press Enterprise (Riverside, CA)	24
Medical Letter on the CDC & FDA	24
Managed Care Weekly Digest	23
Lab Law Weekly	23
Formulary	23
The Houston Chronicle	21
Chicago Tribune	21
Pittsburgh Post-Gazette (Pennsylvania)	20
The Boston Globe	19
Healthcare Finance, Tax & Law Weekly	19
THE DALLAS MORNING NEWS	18
Pharmaceutical Executive	18
Consultant	18
The Times Union (Albany, NY)	17
Drug Industry Daily	17
The Record (Bergen County, NJ)	16
Applied Clinical Trials	16
Journal of Family Practice	16
Drug Store News	16



Visibility by Top Sources For All Articles *cont'd*

- Reflecting the relative difficulty of generating OAB-related coverage in these types of publications, consumer media represent one-third of all sources.

Target Source	Visibility
Washington Drug Letter	15
Saint Paul Pioneer Press (Minnesota)	15
Physical Therapy	15
Philadelphia Inquirer	15
Geriatrics	15
Cancer Weekly	15
Sun-Sentinel (Fort Lauderdale, FL)	14
Science Letter	14
Life Science Weekly	14
Hartford Courant (Connecticut)	14
CNBC Cable Programming	14
Healthcare Mergers, Acquisitions & Ventures Week	13
THE BUSINESS PRESS/CALIFORNIA	13
South Bend Tribune (Indiana)	13
Mental Health Weekly Digest	13
Health Business Week	13
Federal Document Clearing House Congressional Testimony	13
Newsday (New York)	12
Los Angeles Times	12
Chain Drug Review	12
CNNfn	12
Tulsa World (Oklahoma)	11
St. Louis Post-Dispatch (Missouri)	11
Nursing Home & Elder Business Week	11
Milwaukee Journal Sentinel (Wisconsin)	11

Target Source	Visibility
Journal of Neuroscience Nursing	11
Clinician Reviews	10
The San Diego Union-Tribune	10
Buffalo News (New York)	10
Star Tribune (Minneapolis, MN)	10
Psychopharmacology Update	10
Charlotte Observer (North Carolina)	10
Inland Valley Daily Bulletin (Ontario, CA)	10
Daily Deal (New York, NY)	10
Ventura County Star (California)	9
The Journal News (Westchester County, NY)	9
CNBC	9
Sarasota Herald-Tribune (Florida)	9
Providence Journal-Bulletin (Rhode Island)	9
Palm Beach Post (Florida)	9
Journal and Courier (Lafayette, IN)	9
Immunotherapy Weekly	9
Detroit Free Press	9
Townsend Letter for Doctors and Patients	8
Alameda Times-Star (Alameda, CA)	8
The Seattle Times	8
The Atlanta Journal-Constitution	8
San Jose Mercury News (California)	8
Richmond Times Dispatch (Virginia)	8
AORN Journal	8



Visibility For Top Oxytrol Sources Only

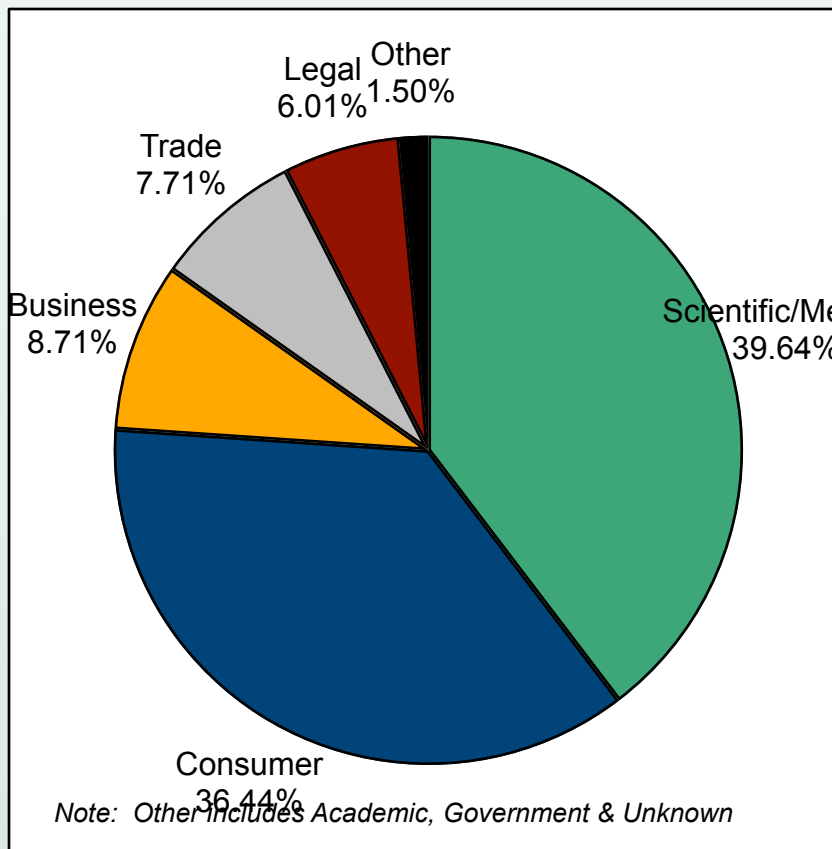
Target Source	Visibility
Press Enterprise (Riverside, CA)	19
Drug Week	16
Biotech Week	16
Med Ad News	15
THE BUSINESS PRESS/CALIFORNIA	11
Health & Medicine Week	9
Biotech Business Week	6
R & D Directions	6
CNBC Cable Programming	6
Inland Valley Daily Bulletin (Ontario, CA)	5
Drug Topics	5
CNNfn Cable Programming	5
Urology Times	4
Sun-Sentinel (Fort Lauderdale, FL)	4
Chemical Market Reporter	4
Formulary	4
Chain Drug Review	3
Obesity, Fitness & Wellness Week	3
CNNfn	3
Medicine & Law Weekly	3
Medical Marketing & Media	3
Medical Devices & Surgical Technology Week	3
Los Angeles Times	3
Investor's Business Daily	3
Chattanooga Times Free Press (Tennessee)	3

Target Source	Visibility
Family Practice News	3
WPHL-TV	2
Applied Clinical Trials	2
Generic Line	2
Women's Health Weekly	2
Washington Drug Letter	2
Clinical Trials Week	2
The New York Times	2
CNBC	2
Chicago Daily Herald	2
CNBC News Transcripts	2
Pittsburgh Post-Gazette (Pennsylvania)	2
Physician Law Weekly	2
Patient Care	2
Lab Law Weekly	2
Law & Health Weekly	2
Drug Store News	2
Biotech Law Weekly	2
Drug Law Weekly	2
Medical Letter on the CDC & FDA	2
Orange County Business Journal	2
News 14 Carolina	2
www.investors.com	1
OB GYN News	1
Chicago Tribune	1

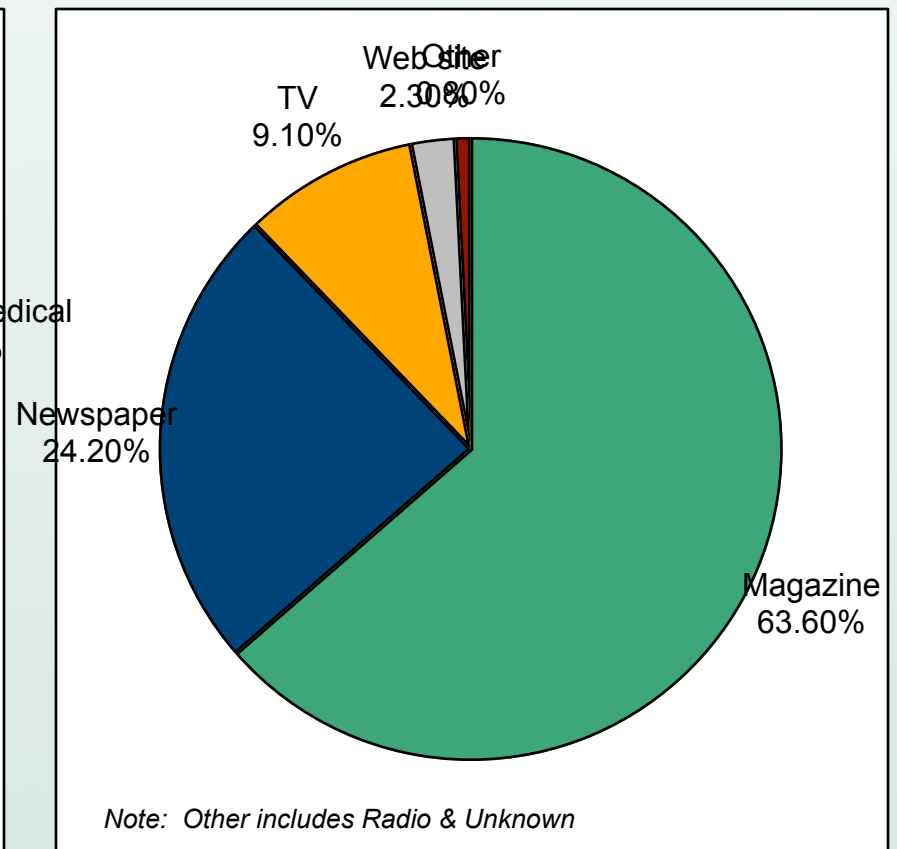


Visibility by Source and Media Type

Visibility by Source Type

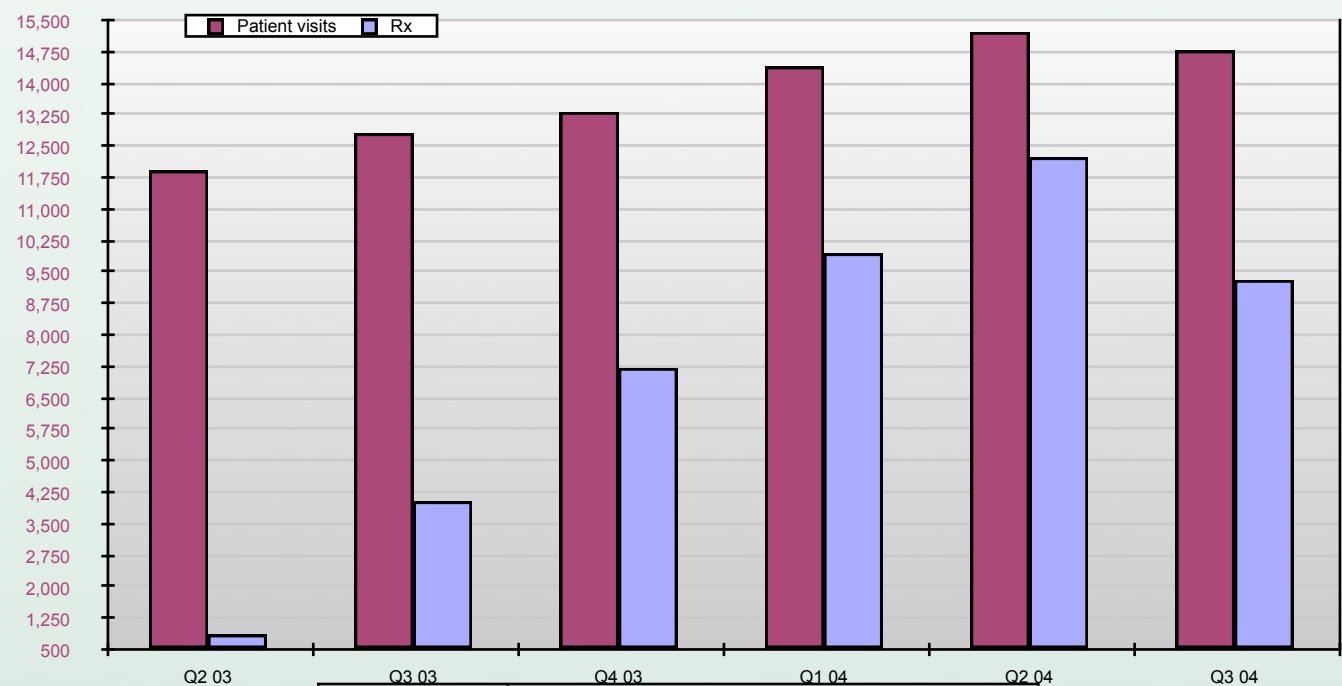


Visibility by Consumer Media



Correlation of Patient Visits and TRx

- Patient visit data was obtained for the OAB category from Surveillance Data, Inc. based on the three most related patient diagnosis codes (ICD9)
- As would be expected, there is strong correlation between patient visit data and total Oxytrol scripts.



ICD9 Code	Description
596.4	Atony of bladder
596.51	Hypertonicity of bladder
596.9	Unspecified disorder of bladder

Patient visits for the three ICD9 codes in the adjacent table are reflected in the patient visit figures.

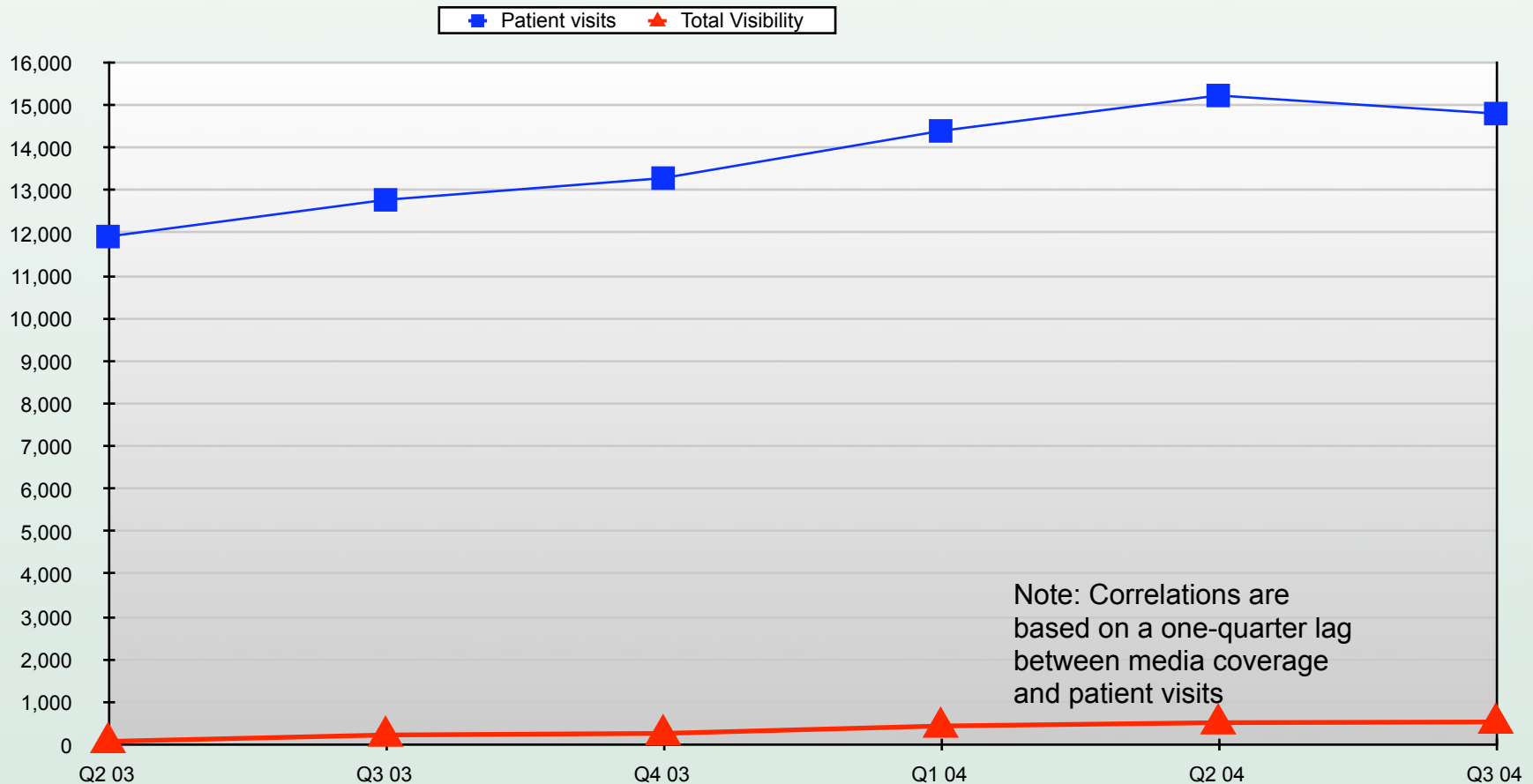
The OAB patient visit data used in this analysis is collected electronically from 140,000+ US office-based physicians representing greater than 400 million visits per year as part of the normal insurance reimbursement process. Information is submitted electronically and includes patient demographics as well as the specific clinical reasons for the visit. The diagnoses, procedures and in-office medications are also recorded. SDI aggregates and reports these data on an ongoing basis.



Correlation of Editorial Discussion and Patient Visits

- Media coverage for the OAB category is highly correlated with patient OAB-related visits.

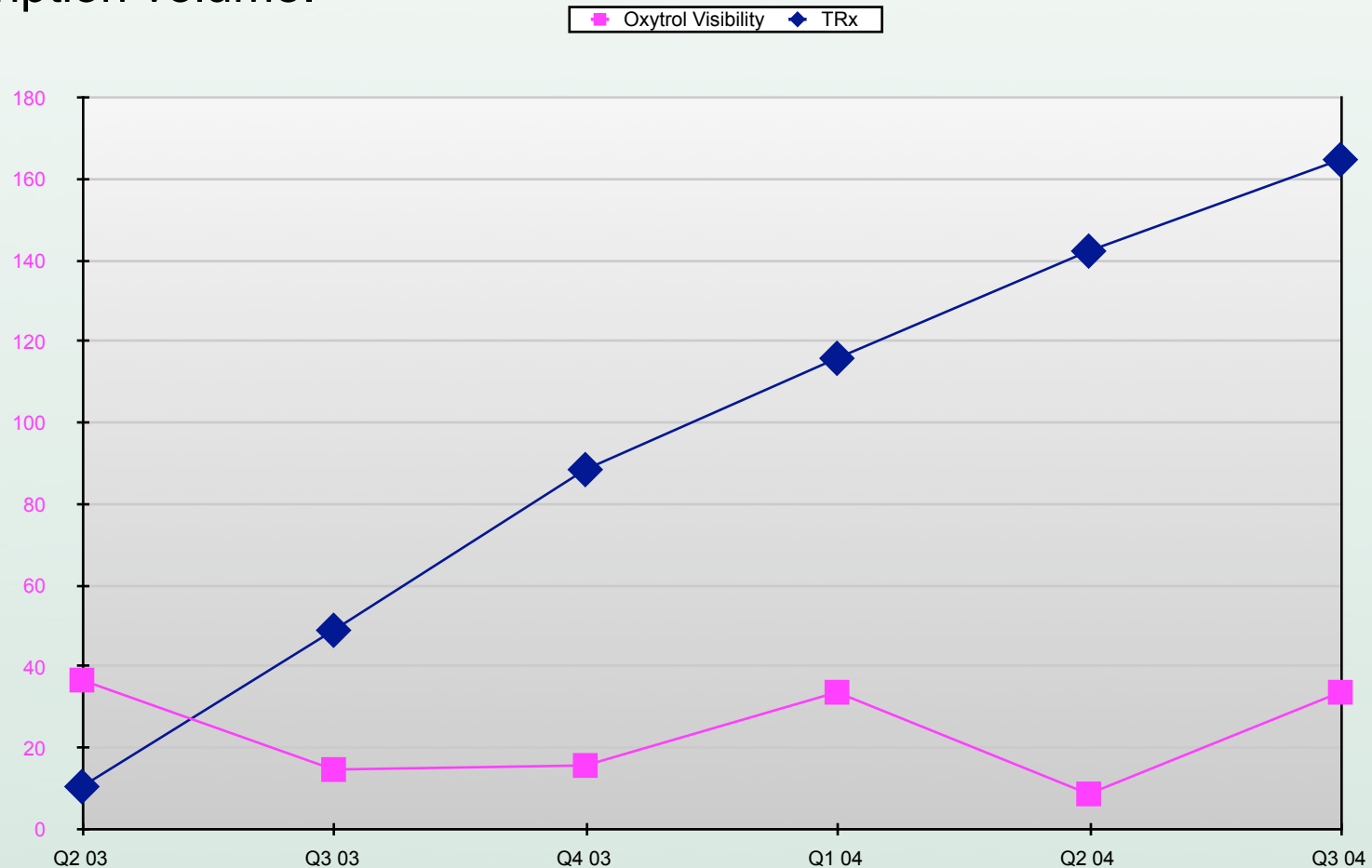
R= 0.989: media coverage to patient visits for OAB





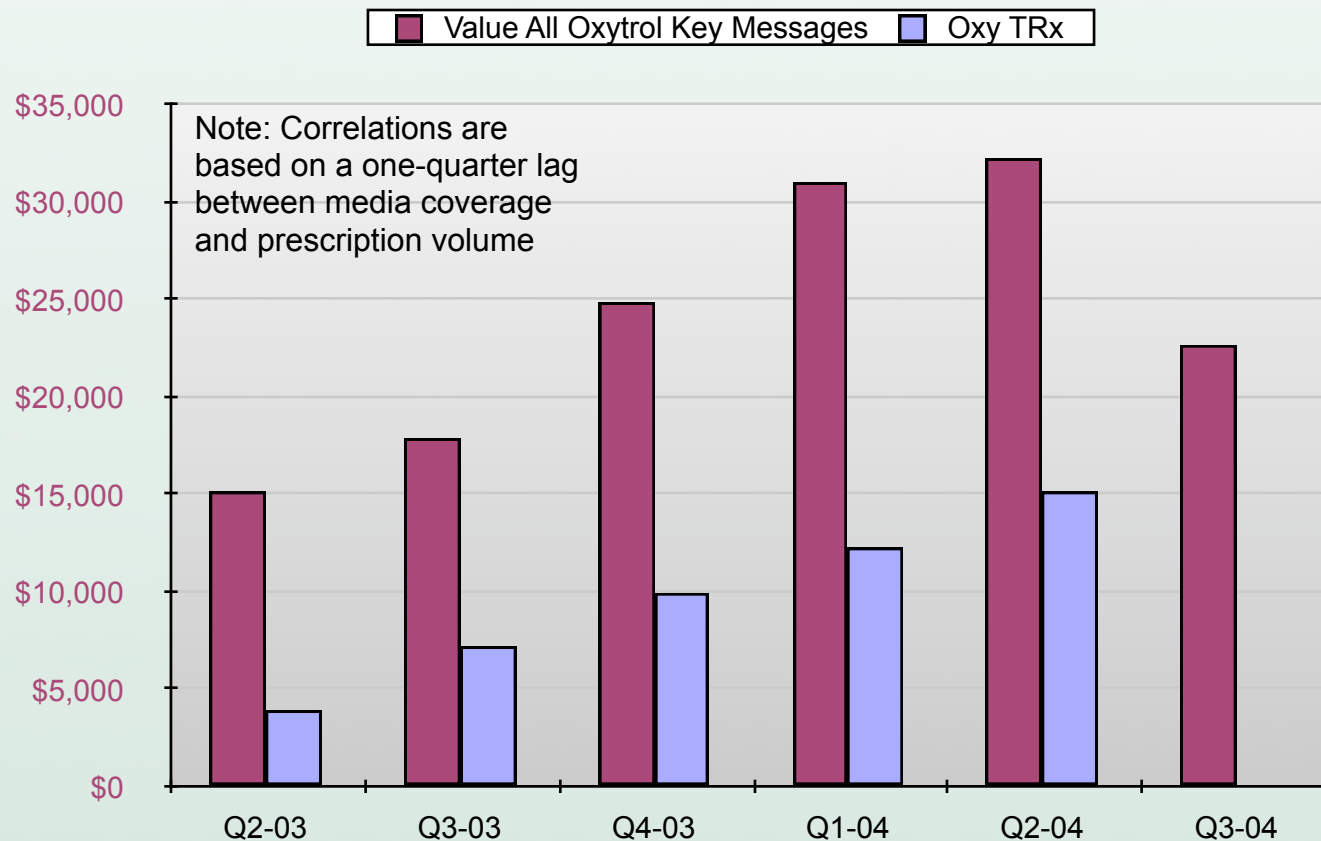
Correlation of Oxytrol Discussion and TRx

- Overall level of Oxytrol discussion does not correlate well with Oxytrol prescription volume.
- The chart below shows the level of Oxytrol discussion versus Oxytrol prescription volume.



Correlation of Oxytrol Key Message Discussion and TRx

- The value of articles containing key messages correlates very well ($R=.972$) with Oxytrol prescription volume.
- The chart below shows the net media value of Oxytrol media coverage containing one or more key messages versus Oxytrol prescription volume.





Correlation of Oxytrol Key Message Discussion and TRx

- Key messages about efficacy and side effects have a higher impact on driving prescription volume than compliance or patch-related messages.
- While the patch key message receives over one third of the media value from articles containing a key message, it had a very low level of correlation with TRx. This seems to indicate the message is not optimally effective in generating TRx.

	R-Value		Net Media Value	Percent of Media Value
	no lag	1Q lag		
All messages	0.695	0.972	\$144,021	100%
Efficacy	0.650	0.868	\$35,268	24%
Side effects	0.307	0.671	\$30,239	21%
Compliance	0.380	0.245	\$7,077	5%
Patch	0.241	0.136	\$47,117	33%