

Agenda

Introduction and Background

Key Findings

Innovation Examples

Discussion & Next Steps

Appendix



Competitive Analysis

INTRODUCTION AND BACKGROUND



WHAT IS A COMPETITIVE AUDIT AND WHY DO WE DO IT?

What is it:

- A Competitive Analysis compares a website against its business competitors to analyze its ability to motivate actions and reinforce brand equity

Why do we do it:

- A Competitive Analysis judges a site's relative position amongst its competitors, and identifies strategies to pre-empt them



METHODOLOGY

- We evaluated ZyrtecProfessional.com and its mobile site against the objective of driving sustainable competitive advantage through unique claims and trial, across all target segments
- We defined leading functionality through a gap analysis, where we catalogued the functions, content areas and brand execution elements of ZyrtecProfessional.com and then evaluated if these elements exist within the competitor sites
- We also reviewed secondary research and site traffic through weblogs



THIS DOCUMENT INCLUDES

- Analysis of Key Findings
- Detailed findings and individual analyses of the following approved competitive set:
 - Allegra
 - Claritin
 - Xyzal
 - Clarinex
 - Colgate Professional
 - Crest Professional
 - Science Diet
 - Wildcard: Bausch & Lomb For Eye Care Professionals (www.bausch.com/en/ECP)
- Thought Starters for a next generation ZyrtecProfessional.com



Competitive Analysis

KEY FINDINGS





Key Findings

LEADS

ZP.com leads amongst direct competitor HCP sites

- Content Leads
 - Some competitor sites only develop HCP as weak subsection of consumer site
 - Competitor research offerings are generally more basic and targeted more for consumer audience
- Technology Leads
 - ZP.com has the most robust mobile offering
 - ZP.com offers more interactive content and the most robust Trial ordering functionality



Key Findings

WEBLOG ANALYSIS ATTENTION SHARE DATA

Click on image below to view





Key Findings

GAPS

However, ZP.com substantially lags specialty sites in other categories that attempt to 'own' their topic

- Content Gaps
 - 'Topic owner' sites have sophisticated content on current research, patient education materials, patient psychographics and practice management
 - Online ordering, while often a separate site, better integrates with HCP's office workflow
- Technology Gaps
 - 'Topic owner' sites have substantial depth in multimedia (video, podcast) reference materials
 - Employ interactive tools either to generate practice-branded patient takeaways or for use in clinical diagnosis/treatment



WEBLOG ANALYSIS GOOGLE ANALYTICS

Analyzing ZP.com's weblogs using Google Analytics reveals

- Mostly new users, but substantial repeats (30%)
 - 10% on mobile devices (mostly Apples)
- Except for Trial, site content does not match user needs
 - 50% drop off in <1 minute, but almost 50% stay 2 minutes or more
 - Most users exit from the Homepage or the Order process
 - Other pages rarely visited
- Referral patterns suggest beefing up SEO program
- See Appendix for detailed findings



PSYCHOGRAPHIC AND BEHAVIORAL ANALYSIS

Review of Manhattan Research reveals online behaviors and attitudes

- Targets are online a substantial amount of time, and want to integrate online into their workflows
 - 30% on smart devices overall; are online during and between patient consultations (50-75% use smart devices)
 - Interested in viewing: apps/QR codes via smartphone, podcasts (particularly live/interactive by KOLs), video/videochat, articles, product updates and showing patients info via tablet
- Targets have trust barriers around PharmaCo content, but also levers
- See Appendix for detailed findings



RECOMMENDATIONS

- Increase content sophistication to 'own allergy education category'
 - Must rival existing professional association content to be taken seriously
 - Could start with any sub-vertical: Patient Education, Professional Education or CME
- Increase dialogue with each target by creating functionality that addresses their specific workflow needs
 - Develop modules that facilitate HCP-Patient interaction
 - Opportunity: exploit smart devices (Phone, iPad) as delivery method
 - Link and push channels through website
- Increase interactive elements when developing new content



Individual Competitors



Direct Allergy Competitors



ALLEGRA

- Separate HCP site attempts to address HCP needs
- Contains product descriptions, efficacy claims and light study data
- Ability to order samples but form has no logic behind it so anyone could place order
- ‘Download center’ has drug labels and a non-working link to a ‘patient brochure’
- Appropriate tone with uninspiring branding
- Rudimentary mobile site
- Valid competitive response but still lags zp.com



Detailed Findings – Individual Competitors

ALLEGRA ILLUSTRATIONS



Product data only reiterates package labeling



Research data moderately robust

The image shows a sign-up form for product samples. It includes fields for First Name, Last Name, Address 1, Address 2, City, State, ZIP Code, License Number, and E-mail. A red circle is placed over the E-mail field. Below the form is a small disclaimer about the use of personal information.

Allows anyone with a license number to sign up; no validation

Patient brochure link doesn't work



CLARITIN

- Rudimentary HCP site is merely 2 interior pages of the Consumer Site
- Contains FAQs, Send to a Friend function, and 1 research pdf
- No separate branding from consumer site gives air of being afterthought
 - Supplied data is very high level and would not serve serious HCP inquiries
 - No ability to obtain samples
- No mobile site
- Not a competitive threat



Detailed Findings – Individual Competitors

CLARITIN ILLUSTRATIONS

HCP site is 2 pages within consumer site

FAQs have non-professional 'share with family' functionality

Very basic study references



XYZAL

- Rx drug site, but provides information from a consumer's POV, with no separate HCP site
- Prescribing information, 'Manage your Allergies' education section, and interactive questionnaire to form a 'doctor discussion guide'
 - Discussion guide only memorializes answers selected in questionnaire
 - Remainder of site content is static, save for a few educational audio/videos
 - Education content is high-level for consumers, too simplistic for HCP audience
- No ability to order samples; no mobile site
- Education content somewhat on par with MAG materials, otherwise site lags zp.com



Detailed Findings – Individual Competitors

XYZAL ILLUSTRATIONS

XYZAL® (levocetirizine dihydrochloride) pronounced ZY-zall

Prescribing information Important Safety Information

XYZAL® treats year round allergy symptoms and chronic hives and rashes of unknown cause in patients 6 months of age and older, and seasonal allergy symptoms in patients 2 years of age and older. See full Indication below.

Home About XYZAL Manage your allergies Save on XYZAL

send a friend print text size A SEARCH

About XYZAL

When it comes to nasal allergy symptoms—the runny nose, sneezing, and itchy eyes—you want relief that's fast acting and long lasting.

XYZAL (pronounced ZY-zall) offers:

- Powerful relief—proven effective at reducing indoor and outdoor allergy symptoms
- Fast-acting relief—works in as little as 60 minutes[†]
- 24-hour relief—keeps on working all night, and through the next day

Symptom relief began at 60 minutes after exposure to pollen and was still seen at 24 hours.

[Learn how XYZAL works »](#)

Important Safety Information

Do not take XYZAL if you are allergic to XYZAL, cetirizine or ZYRTEC®. Be sure to tell your doctor if you have kidney disease. Children 6 months to 11 years of age with impaired kidney function should not take XYZAL. Patients taking XYZAL should avoid operating machinery or driving a motor vehicle. Taking XYZAL with alcohol or sedatives should be avoided. Take XYZAL at bedtime. Do not increase the dose due to increased risk of sleepiness.

Rx site, but content and tone is geared to consumer, not appropriate for HCP

Educational resources describe category issues in depth and contain video, audio and transcripts

XYZAL® DOCTOR DISCUSSION GUIDE SECTION 1 OF 4

Do you have sneezing, itchy or runny nose, and itchy eyes, even when you don't have a cold? YES NO

Do your symptoms get worse outside around trees, grass, or when there is a lot of pollen in the air? YES NO

Are you affected by nasal allergy symptoms indoors, at home or at work? YES NO

How many months of medications to relieve your symptoms? 1-2 Months 3-6 Months 6-12 Months More than 12 Months

XYZAL® Doctor Discussion Guide

XYZAL® (levocetirizine dihydrochloride)

XYZAL® is a prescription medication used to treat the symptoms of year round allergies, as well as a treatment for classic hives and rashes of unknown cause (also known as chronic idiopathic urticaria) in patients 6 months of age and older, and symptoms of seasonal allergies in patients 2 years of age and older.

Do you have sneezing, itchy or runny nose, and itchy eyes, even when you don't have a cold? YES

Do your symptoms get worse outside around trees, grass, or when there is a lot of pollen in the air? YES

Are you affected by nasal allergy symptoms indoors, at home or at work? YES

How many months of medications to relieve your symptoms? 1-2 Months 3-6 Months 6-12 Months More than 12 Months

What triggers your nasal allergy symptoms? Mites Do you have any of the following things in your home? Pet Problems

“Interactive” doctor discussion guide only provides printout of selected answers

Manage your allergies

Outdoor allergies

Indoor allergies

Triggers for indoor allergy symptoms

Tips for avoiding indoor allergens

Indoor allergies

Every year, millions of people develop allergy symptoms caused by indoor allergens, such as dust mite droppings, animal dander, and mold spores. These are generally harmless substances, but to people with allergies, they can trigger bothersome symptoms like sneezing, runny nose and itchy, watery eyes. Indoor (or perennial) allergies can occur any time of the year.

Indoor Allergy Expert

Get tips to help you better control allergens in your home from indoor allergy expert Jeffery C. May.

[Download transcript](#)

Important Safety Information

Do not take XYZAL if you are allergic to XYZAL, cetirizine or ZYRTEC®. Be sure to tell your doctor if you have kidney disease.

0:00 / 1:06



CLARINEX

- Rudimentary, separate HCP site provides only drug labels and link to Merck sample services
- Sample services website provides some content for patient information and educational resources
 - Site for all Merck products, so HCP must pick through to find Clarinex
 - Clarinex materials not available in all categories of resources
 - Provides form/phone to contact ‘National Services Center’ to speak with live representative
- Mobile site is ‘temporarily unavailable’
- Valid competitive response but substantially lags zp.com



Detailed Findings – Individual Competitors

CLARINEX ILLUSTRATIONS

Very basic site has only label info
and link to Merck Services site

Resources to Support Your Clinical Practice Needs

For US Health Care Professionals

Home **Pharmaceutical Products** **Pharmaceutical Services & Resources** **Vaccine Products**

Sign In

User name [\(Forgotten?\)](#)

Password [\(Forgotten?\)](#)

Sign In

Remember me
You can use your MerckMeds™ user name and password.

Need to Register?

For Health Care Professionals:
Educational Resources
eMedical Forum Webcasts
• Merck Pregnancy Registers
Media Library
• Product Web sites
• Announcements

For Use With Patients:
Educational Resources
Patient Information
• Request Samples
• MerckEngage® Health Partnership Program
• Merck Patient Assistance Program

Services & Resources > Patient Information

Patient Information

Patients should read the product information before they start taking a product and each time they refill their prescription in case any information has changed. The product information provides only a summary for the patient. It does not take the place of discussion between patients and their doctors.

CLARINEX-D 12 HOUR® (desloratadine/pseudoephedrine sulfate)	Prescribing Information Patient Information
CLARINEX-D 24 HOUR® (desloratadine/pseudoephedrine sulfate)	Prescribing Information Patient Information
EMEND® (fosaprepitant dimeglumine) for Injection	Prescribing Information Patient Information
EMEND® (aprepitant)	Prescribing Information Patient Information
ISENTRESS® (raltegravir) tablets	Prescribing Information Patient Information
JANUMET® (sitagliptin/metformin HCl) tablets (Please read the Boxed Warning about lactic acidosis in the Prescribing Information.)	Prescribing Information Medication Guide
JANUVIA® (sitagliptin) tablets	Prescribing Information Medication Guide

Larger Merck Product site has resources and patient info but hard to find Clarinex and content not available for all categories



Analogous Sites



COLGATE PROFESSIONAL

- Branded site attempting to own 'oral health care' education category
 - Associates Colgate with material where ever possible
- High-level Indications section, Patient Education materials, Professional Education materials, Colgate Product details and research
 - Appropriate tone for HCP
 - Patient education content exists across several channels (web/app/embed in practice site) and seems topic appropriate for use in-office
 - Professional education materials provide whitepapers, articles, and links to pro organizations, but debatable whether really sophisticated enough for audience
- Contains some technological competitive leads
 - Provides some additional content by specialty through self-identification @ signup
 - Provides 'My favorites' area to save items of interest
 - Lets users custom publish content to email, print or embed on their practice site



Detailed Findings – Individual Competitors

COLGATE PROFESSIONAL ILLUSTRATIONS



White Papers
New Research and Commentary on the Oral-Systemic Relationship

Visit [Colgate Professional.com](http://ColgateProfessional.com)
Your online oral care resource

Home Advisory Panel Current Issue Archives Tell A Friend

Volume 4, Number 2

The American Journal of Cardiology and Journal of Periodontology Editors' Consensus: Periodontitis and Atherosclerotic Cardiovascular Disease

Vincent E. Friedewald, Kenneth S. Kornman, James D. Beck, Robert Genco, Allison Goldfine, Peter Libby, Steven Offenbacher, Paul M. Ridker, Thomas E. Van Dyke, and William C. Roberts

Current Issue

Acknowledgment

What does this article teach us?

What are the clinical implications of this article?

How should the results of this article impact treatment of my patients?

Download Issue

Read the Advisors' Commentary on this Study »

Acknowledgment

This Editors' Consensus was published simultaneously in American Journal of Cardiology and Journal of Periodontology. It was supported by an educational grant from the Colgate-Palmolive Company, and is based on a meeting of the authors held in Boston, Massachusetts, on January 9, 2009.

(J Periodontol 80:1021-1032, 2009)

Provides some additional content based on user's self-identification at sign-up

▶ [View content and resources just for students](#)

Publish this Content

Share this content with your patients or add to your website.

How do you want to use this content?

- Create an HTML e-mail
- Create a print piece
- Add this to your website

» [NEXT](#)

The next step will help you set up the design, and output specifications for this item.

[Need help?](#)

Substantial professional education materials, but debatable if really robust enough HCP needs

Patient Education: Interactive Guides

Colgate Fresh Breath Assessment
How fresh is your breath?



Find out by visiting the Fresh Breath Institute and get a personal Breath Report.

Choose your Clinician
Nick or Jen

Guide: Fresh Breath Assessment
How fresh is your breath? Find out by visiting the Fresh Breath Institute.

- [View this guide](#)
- [Add this guide to your website](#)

Colgate Guide to Brushing



Test your brushing ability using our helpful animated 3-D guide.

- [View this guide](#)
- [Add this guide to your website](#)

Colgate SMILE SAVER



SMILE SAVER QUIZ



DISEASE STAGES

How much do you really know about gum disease? Take our quiz and see.

- [View this guide](#)
- [Add this guide to your website](#)

Users can save to 'favorites' and custom publish content

Patient education content seems most aligned with HCP practice needs

My Favorite Resources

Click to remove

Patient Education Interactive Guides

Colgate Whitening Evaluation



Welcome to your Colgate Whitening Evaluation. Get a personalized evaluation to help you achieve a whiter, brighter smile.

LOADING COMPLETE

Please enter your name:

SEARCH

[Whitening Evaluation](#)



Detailed Findings -- Individual Competitors

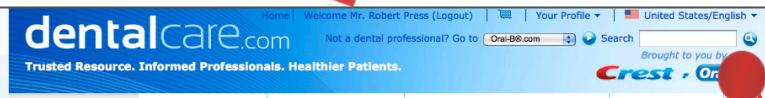
CREST PROFESSIONAL (DENTALCARE.COM)

- Also attempts to own 'oral health care' education category
 - However, only 'presented by' brand and not heavily branded throughout
- Product info by category and by health topic, large research database (articles + media library), Patient Education materials, Professional Education materials (including large CME component), practice management materials, events/conferences schedule and Shop Products
 - Research database is very robust and could be appropriate for HCP audience
 - P&G is accredited CME provider, so can offer courses through site
 - Robust practice management section provides detailed business planning guides
- Contains some technological competitive leads
 - CME 'dashboard' to organize courses and complete assignments
 - Can brand patient education materials with practice info
 - Offers credit terms and tiered pricing by order-volume in Shop



Detailed Findings – Individual Competitors

CREST PROFESSIONAL ILLUSTRATIONS



Brand only appears in header and on product pages

Brand only appears in header and on product pages

Courses and Credit Hours					
Courses in Progress					
Course Number	Assignment Number	Course Name	Page Name	CE Units	Date Saved
No records available.					
Courses Submitted				Sort By: <input type="button" value="Select"/> 	
Course Number	Assignment Number	Name	CE Units	Date	Certificate
No records available.					
Requirements by State			Search Course Listings		
Select a state to determine how many credit hours you need.			Select a topic or enter an assignment number to find a CE course.		
Select State: <input type="button" value="Select"/> <input type="button" value="Search"/>			Select Topic: <input type="button" value="Select"/>		
or			Other Assignment Number: <input type="text"/>		
			<input type="button" value="Search"/>		
ASSIGNMENTS					
Create New Assignment					
Choose the assignment you like to create.					
Type of assignment: <input type="button" value="Select"/> <input type="button" value="Search"/>					
Review Existing Assignments					
Most Recent					
No assignments currently					

CME provider with dashboard

Practice Management

- Business Management
- Business Plan**
- Practice Finance
- Associateship
- Marketing a Dental Practice
- Personnel Management
- Patient Management
- Technology for the Dental Practice
- Communication Skills
- Laboratory Relations
- Community Service
- Hygiene Practice Management

In-depth, substantial how-to's on running a practice

In-depth,
substantial
how-to's on
running a
practice

Shop offers credit, maintains accounting and provides tiered pricing

Errors have occurred. Please review messages below:

- Customer Account Number not found.

ACCOUNTS RECEIVABLE

Check#

Invoice#

From Date:

To Date:

Clear From Date

Clear To Date

Type:

 Open Only
 Open And Paid

SEARCH

To view the data for a time range, select the From Date and To Date

Customer Account Number not found.

Drag a column to this area to group by it.

Invoice#	Type	Invoice Date	Due Date	Gross Amount	Open Amount	Check/Item
14 FIRST	◀ PREV	1	NEXT ▶ LAST			

Account Information

Future Amount:	Total Open Amount:
Current Amount:	Credit Limit:
61 - 90 Days:	Over Credit Limit:
91 - 120 Days:	Invocied This Year:
121 - 150 Days:	Invocied Prior Year:
151 - 180 Days:	Last Paid Amount:
181 - 999 Days:	Average Days Late:
Over 999 Days:	Available Credit:
	First Invoice:
	Last Invoice:
	Last Paid:
	Last Statement Date:

Robust multi-media patient and professional education materials

Search the Crest Oral-B Media Library of Dental Research

Topic:

Product:

Media Type:

Select

Presentations

Videos

Images

Gingivitis and Plaque Featured Research Entries [View select](#)

Dunne, JM
Concurrent Image Analysis Assessment of Gingivitis and Plaque Treatment Response
J Dent Res (ADR/ADR) 2011;90 (Spec Iss A): Abstract 2831

Gingivitis / plaque, Gingivitis / plaque analysis, Regimen
Product: Crest Pro-Health Clinical Gum Protection Toothpaste, Oral-B Professional Care SmartSeries (Oral-B Professional, Oral-B Triumph)

Gingivitis / plaque
Power, Power Brush and Floss Combination Effects on Gingival Bleeding
J Dent Res (ADR/ADR) 2011;90 (Spec Iss A): Abstract 1313

Floss, Gingivitis / plaque, Regimen
Product: Crest Pro-Health Clinical Gum Protection Toothpaste, Oral-B Professional Care SmartSeries (Oral-B Professional)

Goyal CR
Long-term Plaque and Gingivitis Reduction Benefits of New Sonic Toothbrush
J Dent Res (ADR/ADR) 2011;90 (Spec Iss A): Abstract 802

Gingivitis / plaque, Sonic
Product: Oral-B Pulsonic



SCIENCE DIET (HILSVET.COM)

- Attempts to own 'pet health care' education category
 - Lightly associates brand throughout and heavily in product areas
- Product info by category, disease or species; large article database, pet owner materials, Professional Education materials (including CME), practice management materials, and events/conferences schedule
 - Buckets targeted content by provider type (vets, technicians, students) but then also allows for search by topic; information architecture may be confusing
 - Ordering via separate linked site
 - Practice management provides detailed business planning and training tools
 - Substantial social media (facebook, twitter) presence
- Leads zp.com substantially in content depth and somewhat technologically
 - Provides live phone/email consultation services
 - Downloadable Feeding Guide Software that also generates Client takeaways



Detailed Findings – Individual Competitors

SCIENCE DIET ILLUSTRATIONS

Provides bucketed content by provider role

Veterinarians Recommendations and research to help your practice.	Veterinary Technicians Essential information and resources.	Students Information and guidance to help get your career started.	Specialists Key support for your practice.	Clinic Managers Practical assistance for business operation.	Front Desk Tools and tips to serve your clients.
---	---	--	--	--	--

Very robust professional and pet owner education materials

Refine Your Search

Feline

Canine

By Disease/Condition

Select

By Sub Disease/Condition

Select One

By Publication Type

Select Type

By Sub Publication Type

Select One

By Product

Select Family

GO

Showing 1-15 of 386 results

Title	Z on top ▾	Author
2004 European Symposium on Chronic Renal Disease		Various Authors
Comprehensive Proceedings of the 2004 European Symposium on Chronic Renal Disease		
2004 European Symposium on Feline Metabolic and Endocrine Diseases		Various Authors
Comprehensive Proceedings of the 2005 European Symposium on Osteoarthritis and Joint Health		
2005 European Symposium on Osteoarthritis and Joint Health		
Comprehensive Proceedings of the 2005 European Symposium on Osteoarthritis and Joint Health		

Social media strategy, but may only work for this category

“Like” Hill’s on Facebook

- ✓ Receive news and updates
- ✓ Share special offers with clients
- Find stories to share on your clinic’s Wall

[Join us today ▾](#)



Client Information Series

The Hill’s Client Information Series is a compilation of client handouts prepared for each of the medical problems listed in the [Hill’s Atlas of Veterinary Clinical Anatomy](#). Each client handout is prepared to reinforce your exam room instructions. Content ranges from medical problem descriptions and illustrations to home care instructions, pet health risk management help and promotional opportunities for you and your clinic.

Although these materials are protected by copyright, we encourage you to make copies solely for distribution to your clients. We specifically designed the Client Information Series to be available online to make distribution easy and to allow you to quickly access updated materials.

Cardiovascular and Lymphatic System

- Canine Dilated Cardiomyopathy
- Canine Lymphosarcoma
- Chronic Valvular Disease
- Feline Dilated Cardiomyopathy
- Feline Hypertrophic Cardiomyopathy
- Feline Lymphosarcoma
- Heartworm Disease

Cognitive Dysfunction

Digestive System

Integumentary System

Musculoskeletal System

Parasite Life Cycles

Preventative Health Care and Administering Medication

Respiratory System

Special Senses

Urogenital System

Downloadable software creates Pro dispensing instructions and Owner takeaways

Hill’s™ Feeding Guide Software

Customize patient feeding instructions quickly and easily



BAUSCH & LOMB

- Attempts to own 'eye care' product category
 - Associates brand throughout and emphasizes technical specifics
- Product info by category with technical specs section, practice management materials with tools/calculators, patient insights, events/conferences/education schedule, online ordering
 - Focuses on technical specs for pros, light on patient takeaways
 - Ordering via separate linked site
 - Patient insights microsite has articles on behavior and psychographics
 - Ordering microsites can link into Pro's office workflow
- Leads zp.com substantially in content depth and somewhat technologically
 - Focus on specs casts Company as technical leader with appropriate tone
 - Interactive calculators for use in diagnosis and lens determinations



Detailed Findings – Individual Competitors

BAUSCH & LOMB ILLUSTRATIONS

Professional resources focuses on technical specs such as clinical photos and production technology

Branding, tone and visual design emphasize technical leadership

'Insights' microsite provides patient psychographics



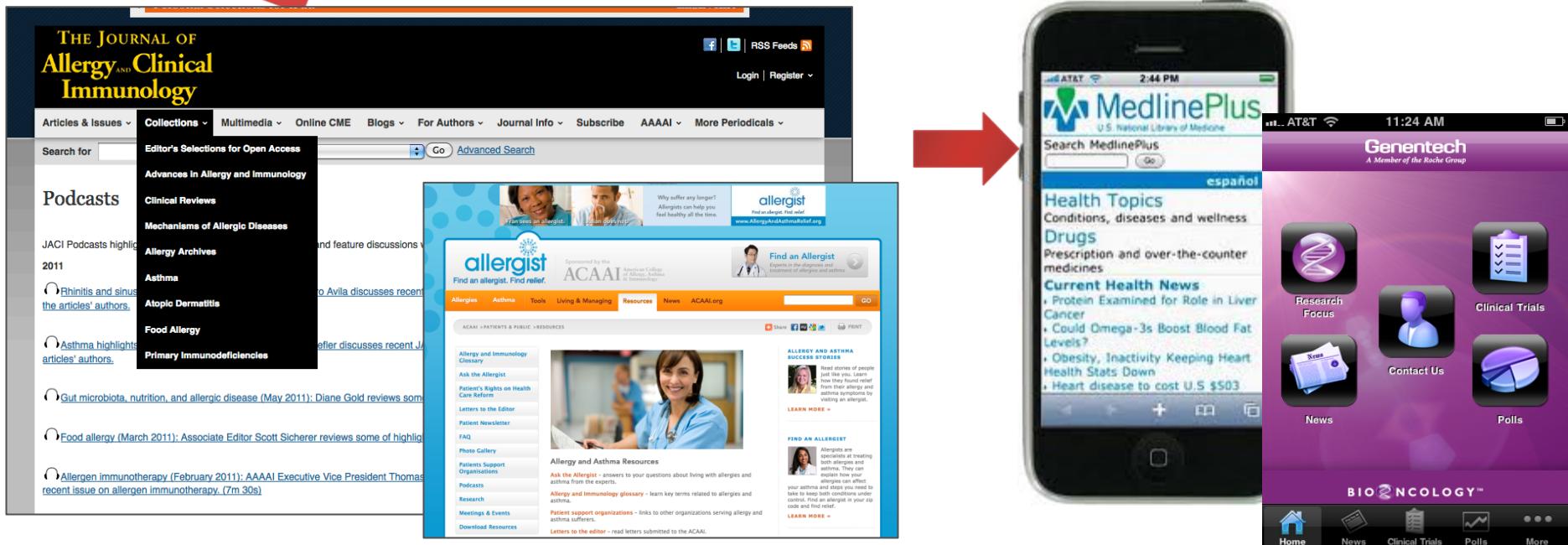
Competitive Analysis

THOUGHT STARTERS



thought starters # 1

USE MOBILE TO LEVERAGE CONTENT SOPHISTICATION



The diagram illustrates the concept of leveraging content sophistication across different platforms. On the left, a desktop screenshot of 'THE JOURNAL OF Allergy and Clinical Immunology' website is shown. On the right, a mobile phone displays the 'MedlinePlus' app interface, which includes a news feed and various medical resources. A red arrow points from the desktop site to the mobile phone, symbolizing the transition and adaptation of high-quality content for mobile devices.

HCPs trust independent, professional organizations' sites more, and are more likely to use them first for research purposes. ZP.com must rival this level of quality to become a trusted resource, but can specialize in particular tasks, such as patient education

ZP.com can exploit gap that this data is rarely provided in smart-device form. Create downloadable apps that provide portable content. Personalize by sign-up specialty.



thought starters # 2

INCREASE DIALOGUE THROUGH ORDER FLOW INTEGRATION

Order Free ZYRTEC® Samples & Resources

Please select from the

 Use only as directed

TRACK AN ORDER

Order Number: To search for a specific order enter either the Order Number or the PO Number.

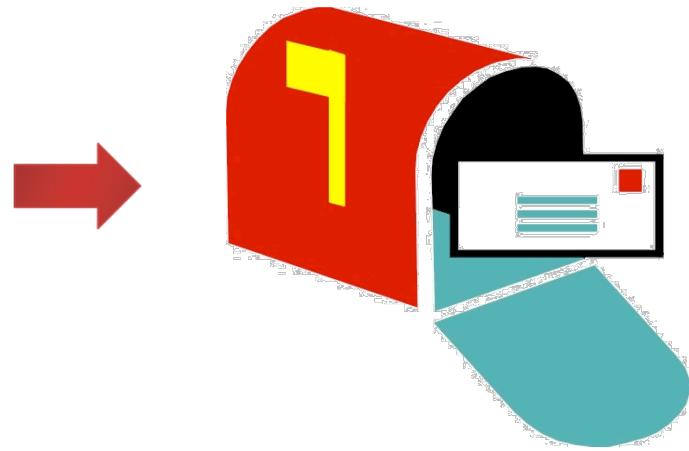
Your Purchase Order #:

From Date: To Date: Desc To search for all orders placed during a specific time period enter the From Date

Contact Lens and Lens Care Ordering

Click here for the Contact Lens and Lens Care Online Ordering System. you'll get:

- Real-time inventory status.
- Automatic order confirmation on-screen.
- The option to receive your order confirmation via e-mail.
- Option to ship orders to your office or directly to your patients.



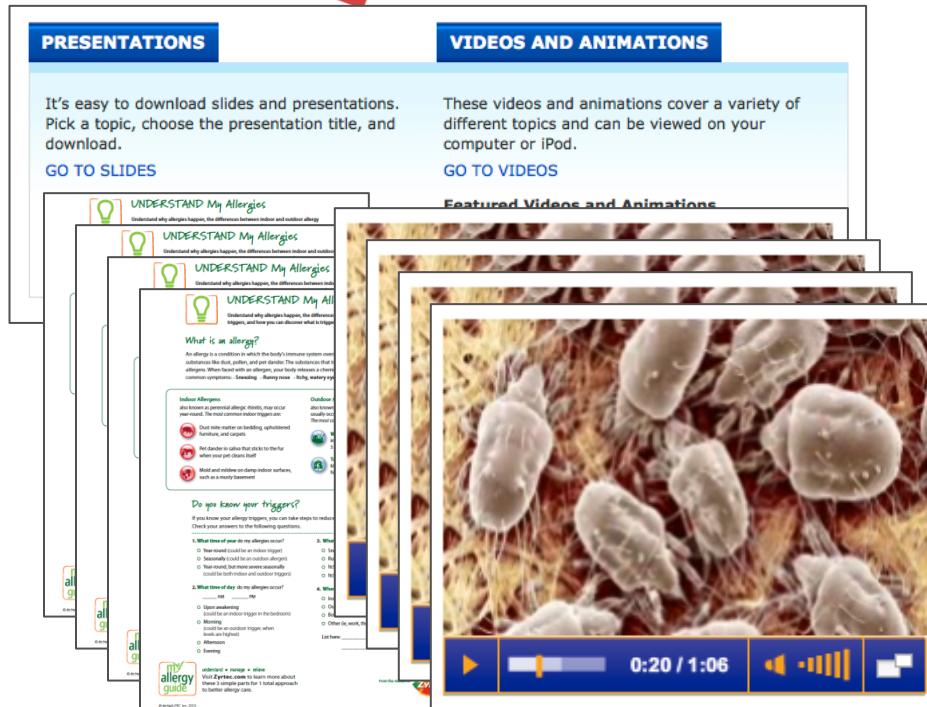
Leading competitors more tightly integrate their order fulfillment site to HCPs' practices. Ability to send samples to HCP or patient and to track orders.

Opportunity to up/cross-sell to patient through mail distribution of samples



thought starters # 3

INCREASE INTERACTIVE ELEMENTS IN NEW CONTENT



PRESENTATIONS

VIDEOS AND ANIMATIONS

It's easy to download slides and presentations. Pick a topic, choose the presentation title, and download.

GO TO SLIDES

UNDERSTAND My Allergies

What is an allergy?

Do you know your triggers?

VIDEOS AND ANIMATIONS

These videos and animations cover a variety of different topics and can be viewed on your computer or iPod.

GO TO VIDEOS

Featured Videos and Animations

UNDERSTAND My Allergies

What is an allergy?

Do you know your triggers?

VIDEOS AND ANIMATIONS

These videos and animations cover a variety of different topics and can be viewed on your computer or iPod.

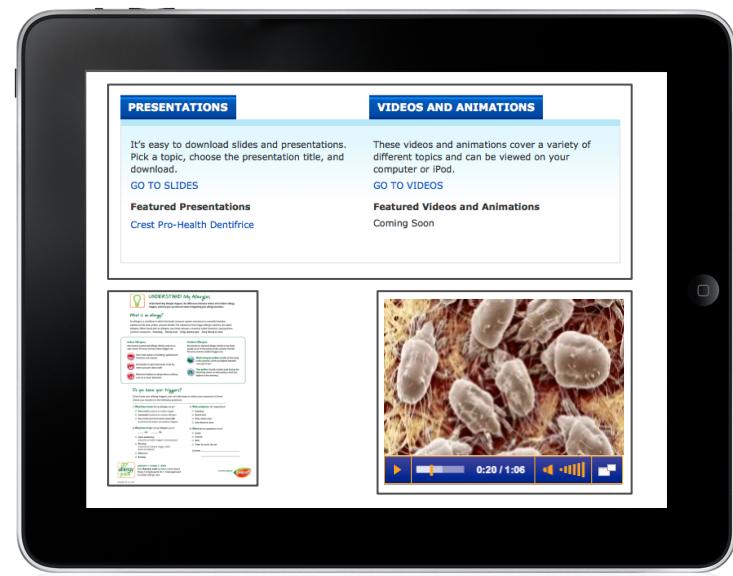
GO TO VIDEOS

Featured Videos and Animations

Crest Pro-Health Dentifrice

Coming Soon

0:20 / 1:06



HCPs indicate they are interested in using tablets to show patient info during consultations or view live, interactive podcasts with KOLs. However, most education materials are static, printed pdfs or embedded video on websites.

Create iPad apps to mobilize data into the consultation setting or aid with CME



Competitive Analysis

DISCUSSION & NEXT STEPS



Competitive Analysis

APPENDIX



WEBLOG ANALYSIS GOOGLE ANALYTICS

While meeting the prime success criteria of driving to Trial, remainder of site is rarely used and indicates content not matching target needs

- About 300 visits/day, consistent for past year, with spikes around email campaigns
 - 70% New Visitors, 30% Repeat (of which half come >4 times)
 - 10% using mobile devices (40% iPhone, 20% iPad, 35% other phones)
 - Traffic peaks on Monday then declines through the week
 - >97% USA traffic in English, almost all on broadband
 - 70% IE, remainder split evenly over FF, Safari, Chrome and Android
- Referrals equally split among Search (75% organic/25% paid), Referral (50% consumer site, 50% emails), Direct Type URL and Campaigns
 - Suggests beefing up SEO program more



WEBLOG ANALYSIS GOOGLE ANALYTICS (CONTINUED)

- 46% leave < 1 minute, indicating site poorly meets user needs, but 50% stay 2-10 minutes
- Most visited page: Homepage (20%), order process (sums ~50%) and 25% remainder of site
- However, most exit from Homepage (33%) and order process (33%)
 - Only other content page that is visited in any amount is dosing (5%), which is also a large exit page
 - Indication again that except for Trial, site content does not match user needs



PSYCHOGRAPHIC AND BEHAVIORAL ANALYSIS

Review of Manhattan Research reveals online behaviors and attitudes

- All HCPs
 - Professionally spend ~11 hours/week online
 - 30% on smart devices overall; most don't own tablets yet (but plan to)
 - Are online during and between patient consultations (50-75% use smart devices)
 - Often viewing drug reference DBs, treatment guides, portals, eCME
 - CME very influential on clinical decisions, distrustful of PharmaCo content
 - Interested in viewing: apps/QR codes via smartphone, podcasts (particularly live/interactive by KOLs), video/videochat, articles, product updates and showing patients info via tablet
 - Concerned with liability when communicating with patients online



PSYCHOGRAPHIC AND BEHAVIORAL ANALYSIS

Specialist categories have some particular needs/barriers

- Nurses
 - Look more for education materials for patients and selves
 - Tend to trust/go to PharmaCo websites more
- Allergists
 - Pay special attention to offline journals and conferences
 - Interested in portal sites about a category for an HCP audience
 - Want to be able to customize deliverable content for specific patient
 - Skew to a slightly older, less ‘plugged-in’ demographic than other HCPs

