



A DIVISION OF PDI

<Honorific> <First Name> <Last Name>
<Title>
<Company>
<Division>
<Address 1>
<Address 2>
<City>, <State> <Zip>

Dear <First Name>:

The spring and summer growing seasons are here again! And when you think of growing, think of Select Access.

Select Access rapid-impact pulse promotion is a cost-effective way to get fast incremental SOV and grow your seasonal brand.

Could your product use additional SOV in your target markets or areas you're not currently able to cover with internal resources? Is there untapped revenue in your brand that could be realized through aggressive first-position (P1) detailing during the peak season?

The Select Access sales model — an existing team in 22,000 high-writing ZIP codes nationwide — was built to deliver quick-on/quick-off pulse promotion. The kind you can use to boost demand for your seasonal brand.

It's easy as it sounds. We can launch a seasonal promotion for you in four weeks, including training. Select Access field reps are highly qualified and experienced. They have trusted relationships with the physicians and offices in their areas — *your* areas.

In addition, with Select Access representing your brand, you benefit from a high percentage of P1 details and leveraged cost optimization. The details are effective and affordable. When the season is over, we scale down quickly so you're not investing in the off-season.

Experience proves the innovative Select Access sales model really works. Here is a recent case study from our portfolio, with verified results:

We did a six-month seasonal push for an antiviral product to primary care and pediatric practices. Over 150,000 total details were completed. Primary care TRx grew from 37K to 199K. Pediatrics TRx went from 15K to 118K. The client had their most successful promotional season ever and ROI on the program was 62.5%.

There is more information about Select Access in the enclosed brochure. Also, in keeping with the idea of "seasonal growing," please accept our gift of a handy set of garden tools. We hope you enjoy using them — and have as much success in your garden as I am confident we can provide for your brand. Why not give me a call to discuss it?

Sincerely,

Nancy Connelly
Sr. Vice President and General Manager



Growing Your Brand.
Growing Your Career.

See enclosed
FREE career
coaching offer.



Grow Your
Seasonal Brand With
Select Access

seed



*Your product. It has
the potential to grow.
To bloom. To put forth
a robust flowering of
revenue. A cash crop.*

Rapid Impact. Bottomline Results.

Select Access fast-to-market pulse promotion provides immediate incremental SOV and prescription demand for seasonal brands.

Grow Your Brand With Select Access

Contact Nancy Connelly ■ 866.735.3222 ■ NConnelly@pdi-inc.com

soil



Your targeted sales territories. They're rich. Fertile. A landscape of opportunity that can be cultivated to produce more from your brand.

Select Access. An existing sales team positioned to reach high-potential targets for your seasonal brand. In first detail position. At a leveraged price per call. Fast.

Select Access is a targeted sales solution that leverages an existing field-force infrastructure to maximize brand profitability. Select Access teams cover approximately 375 sales territories in the 22,000 highest prescribing Zip codes nationwide, with full sales management, training and SFA support.

Select Access makes it possible for you to quickly and cost-effectively increase SOV in all your target Zip codes during peak selling times. This additional sales effort can be launched fast to boost seasonal demand and take advantage of other market events.

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sun



The focused energy of Select Access seasonal promotion. Shining a light on your product. Promoting growth. Creating a harvest of prescription demand.

Quick Turn-On/Turn-Off Promotion for Seasonal and Pulse Brands

It's easy to use Select Access for rapid market impact when you need it most. Typical time to market, including training, is about four weeks. And we can scale down just as quickly so you're not investing in the off-season.

The Select Access model is more effective than any other approach for seasonal pulse promotion. Only Select Access delivers performance excellence on these key criteria:

- A high percentage of first position details
- Existing physician relationships in the call area
- Leveraged cost optimization

Select Access representatives are highly qualified professionals with years of training and pharmaceutical sales experience. They deliver effective details for your product — especially because they have trusted relationships with many of the physicians and office staff in your target markets.

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growth



Strong Prescription and Revenue Growth for a Seasonal Antiviral Product

Client: Top 10 Pharma

Critical Challenges:

- Seasonal brand with six-month window for promotion.
- Client internal resources could not provide large scale support for brand.
- Rapid launch of promotional effort to primary care and pediatric markets.

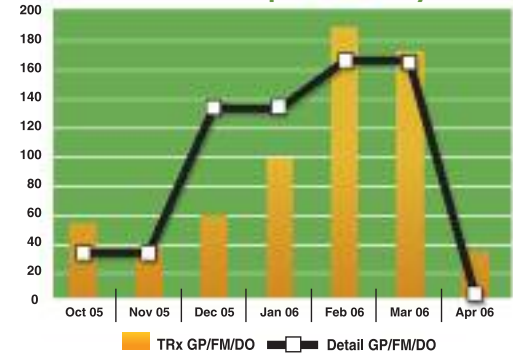
Select Access Solution:

- Deploy Select Access sales force of over 400 representatives to cover primary care, pediatric and emergency medicine physicians.
- Six-month campaign of pulse promotion by Select Access team.
- Reach and frequency driven by decile.
- 85% of calls completed in primary position.

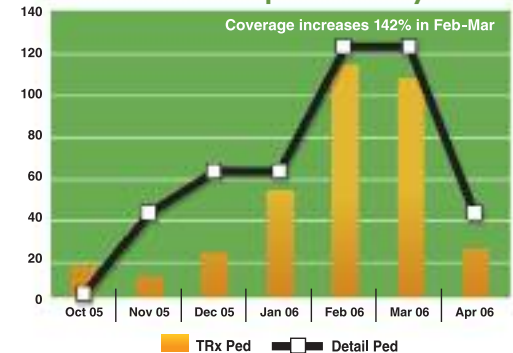
Verified Results:

- Over 150,000 details completed, 100% to goal.
- Client experienced the most successful promotional season on record despite average demand marketwide.
- Primary care TRx grew from 37K to 199K. Pediatrics TRx grew from 15K at start of promotion to 118K at height of the season.
- The client earned a 62.5% ROI for pediatric promotion, a new audience for them. Every dollar spent on additional detailing produced a \$1.62 return.

Primary Care Details and Prescription Activity



Pediatric Details and Prescription Activity





Select Access. A Division of PDI, Inc.

PDI is a diversified biopharmaceutical sales and marketing services provider headquartered in Saddle River, NJ. The company was founded in 1987 to provide contract sales teams for the world's largest pharmaceutical companies. Today, PDI offers a range of innovative sales-force solutions to maximize profitable brand growth.

Select Access is the PDI solution for cost-effective promotion of brands with any of these profiles:

- **Seasonal brands** that can benefit from quick turn-on/turn-off pulse promotion
- **Established brands** that have been relegated to second or third position in the sales organization
- **Specialty brands** that could gain an additional revenue stream from a primary care presence
- **Ethical OTC brands** with little or no professional promotion

Grow Your Brand With Select Access

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Select Access. Growing Your Brand. Growing Your Career.

Use these valuable limited-time offers from Select Access and The O'Keefe Group to solve your career issues and create the outcomes you really want.

1. FREE 30-Minute Career Consultation

Spend 30 minutes brainstorming your career objectives, experience and opportunities with a certified career coach from The O'Keefe Group.

Healthcare industry specialists, The O'Keefe Group focuses on behavioral change for corporations and individuals. Their certified coaches leverage behavior change to help you find career and personal fulfillment in a corporate setting.

2. FREE Report: "7 Ways Senior Executives Reduce Their Marketability"

Don't have time for career consultation? Be sure to read this article from The O'Keefe Group. Find out how to avoid the mistakes that can derail your career ... set yourself up for success instead.

Log on today for your choice of free career coaching, personal marketing information ... or both!

www.select-access.com/coaching



How Can Select Access Help You?

Please check as many items as apply.

- Call me. I want to grow my established product with Select Access P1 details.

Name _____

Company/Brand _____

Phone Number _____

- Sounds good, but no need right now.
- I don't manage an established product.
- I would like to receive information about Select Access by email.

Email Address _____

- Take me off list.