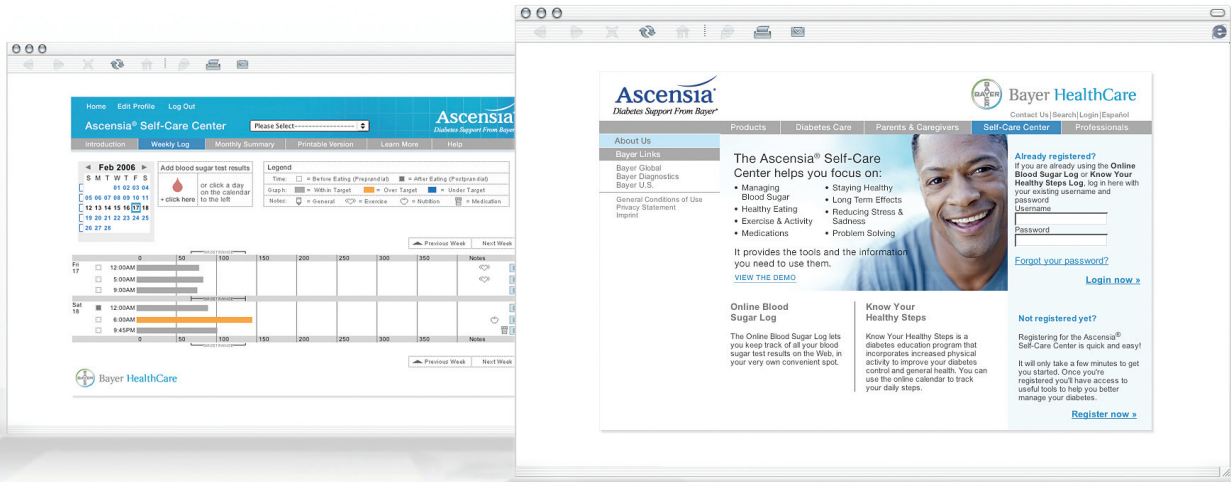


Unique diabetes tool helps Bayer log better sales and loyalty



CHALLENGE

Within the competitive diabetes healthcare market, Bayer's US Diabetes Care Division wanted a cost-effective, engaging way to stimulate loyalty among customers using Ascensia® brand blood-glucose meters and Glucostix test strips.

The program needed to offer straightforward tracking of daily blood-glucose levels and provide ongoing diabetes-related content to Ascensia's older demographic.

Bayer's goals were to increase brand awareness and sales for Ascensia products and to enhance the user experience for its existing diabetes website. The company saw an opportunity to influence brand preference by supplying valuable online information to people with diabetes about regularly monitoring blood-glucose levels.

SOLUTION

Elsevier Interactive Solutions (EIS) developed an interactive strategy that recommended an Online Blood Sugar Log (OBSL) designed specifically for Bayer's older target market. The OBSL allows people with diabetes to effectively manage their condition through regular blood-glucose measurement while encouraging use of Bayer-branded diabetes content. This positioned Bayer US as a diabetes healthcare leader with the first comprehensive online compliance tool, helping differentiate the Ascensia brand.

Designed to be easily used by Ascensia's older demographic, the convenient OBSL tool inspires frequent testing with Ascensia products. To engage new OBSL users, Bayer introduces people with diabetes to the online tool when they receive their Ascensia meters. When new meter users register, the OBSL allows them to track pre-meal and post-meal blood-glucose levels, view weekly logs and monthly reports, print their log to review with a physician

Elsevier Interactive Solutions exceeded expectations with an online blood sugar log that more than 18,000 Americans now use to manage their diabetes

Self-care center builds brand relationship to increase product use

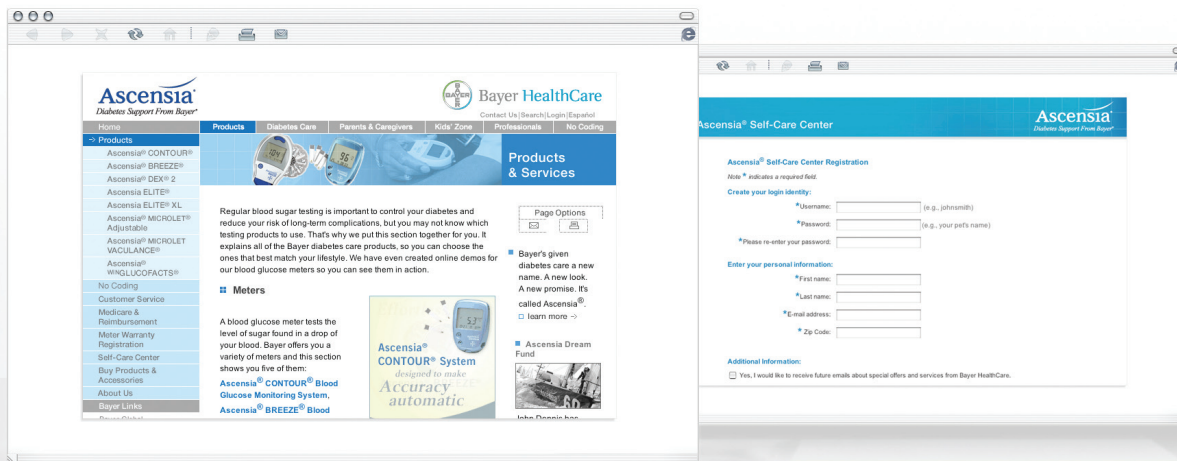
and record comments about nutrition, exercise and medication. Using data collected during the registration process, EIS's program also delivers an email newsletter that encourages repeat usage of the OBSL and spurs further brand loyalty and product use.

RESULT

EIS's loyalty program has exceeded expectations, with 120% of the target audience accessing the OBSL and more than 18,000 Americans frequently updating their blood sugar log. In addition, more than 90% of OBSL registrants have requested more information about Ascensia products through the newsletter program.

The initiative continues to boost customer loyalty and drive increased sales by confirming the importance of regularly monitoring blood-glucose levels using Ascensia products. EIS has built on the program's success to develop an online Ascensia Self-Care Center with additional tools for tracking daily activity levels.

Recognizing the importance of interactive marketing to its diabetes healthcare business, Bayer relies on EIS's experience and expertise to develop innovative and profitable solutions.



Expanding the brand: To help Bayer differentiate its diabetes healthcare products, Elsevier Interactive Solutions (EIS) developed a user-friendly, information-rich toolset to assist people in managing their diabetes.

Building loyalty: EIS's simple registration strategy helped Bayer build an opt-in database to extend customer relationships with a monthly newsletter program.

Elsevier Interactive Solutions develops strategic marketing and communication solutions to create profitable customer relationships for the world's leading healthcare companies.

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