

DELIVER PERSONALIZED HCP MAIL WITH 100% REACH

Dynamic Direct Mail

Leverage our proprietary network of **2.2 million opted-in HCPs**, resulting activity data, and proprietary marketing automation platform to create a targeted, customized mail campaign that drives increased Rx.

Why is direct mail so important?

To be clear, this is not the direct mail that floods your mailbox at home – we are talking about targeted, triggered, and personalized mail campaigns that garner 100% reach of your target HCPs. Proven to increase brand message recall ability, best practices call for the inclusion of reference materials, rep information, and strong CTAs on every piece (including QR codes, NFC tags, vanity URLs and other tracking approaches).

Lower volume, higher opportunity, better retention

As digital channels continue to grow and flourish, ironically, direct mail has become a channel of focus, with low message clutter and noise, resulting in greater ability to stand out and get noticed. HCPs tend to keep direct mail for an average of 17 days – driving significant awareness, education, and retention of key brand messages.

Why partner with MNG Health?

MNG Health is best-in-class at delivering strategic, data-driven communications. We provide brands with access to their targets via a proprietary opt-in network of over 2.2 million HCPs, while leveraging years of generated behavioral data and a deep knowledge of target audience preferences and historical engagement trends.

5M customized pieces of mail delivered to target HCPs

7% response rate from HCPs via BRCs, QR codes, NFCs, and URLs

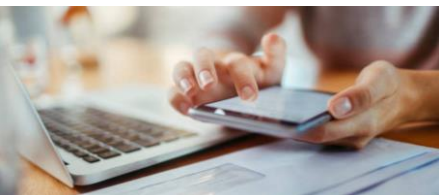
4:1 Average ROI based on client script and buy/bill analysis

HCP preferred content*

Send the most effective content to drive Rx decisions:

- Clinical studies, scientific content
- Managed care (cost and coverage)
- Peer or KOL reviewed and/or authored
- Patient support materials

*ranked in order via recent survey of MNG Network HCPs



Contact Us

Contact MNG Health today for a complimentary assessment of your direct mail needs at (888) 450-9140 or by email at info@mnghealth.com.

Harness the power of connected channels and tactics

MNG Health leverages its connected ecosystem and proprietary data insights to efficiently deliver technology-enabled marketing solutions for life sciences brands and enterprises. Proprietary technology enables dynamic deployment of omnichannel offerings resulting in personalized HCP and patient experiences. From national virtual broadcasts, virtual advisory boards, sales rep-triggered communications, and non-personal promotion, MNG Health delivers connected journeys for HCPs and patients.

In-House Direct Mail Production

From concept to creation to send, MNG Health delivers your direct mail campaign seamlessly.

Full-Service Lettershop

- Extensive array of equipment gives us the capability to meet any mailing requirement
- Comprehensive tracking metrics and response services

Fulfillment & Distribution

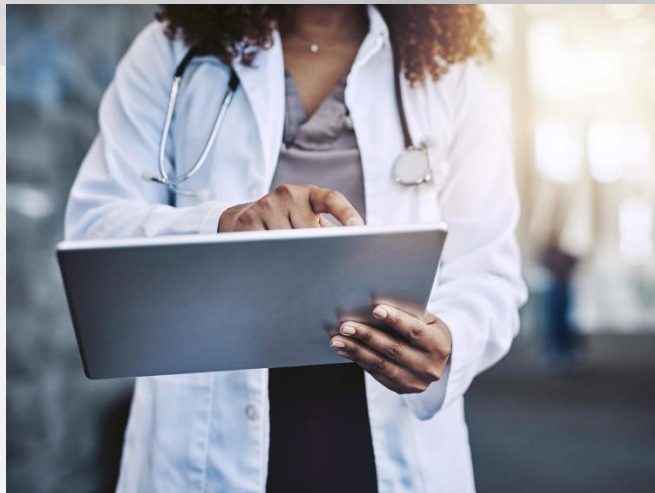
- Integrated, real-time fulfillment processes
- Manual and automated pick and pack assembly services

Digital Printing

- Expert consultation on the optimal production for any structural package or digital printing project
- Wide variety of fully customized variable digital print solutions

BRC & Sample Request Processing

- In-house BRC data capture and reporting
- Ability to seamlessly integrate sample request data with 3rd party sample fulfillment vendors



TRUSTED FOR

Technology-enabled engagement solutions powered by our connected ecosystem and advanced data insights

- ✔ **Multichannel Campaigns**
Deliver strategic brand content across key channels
- ✔ **Live and On-Demand Virtual Events**
Extend reach and impact through virtual offerings
- ✔ **Sales Representative Enablement**
Empower reps to deliver multichannel communications
- ✔ **Opinion Leader and Speaker Advocacy**
Maximize KOL influence within immersive journeys
- ✔ **Patient Engagement**
Educate patients via connected solutions



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