

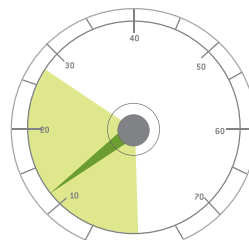


The Peer Exchange Moderated Program Services

Move the Needle with Interactions that Count

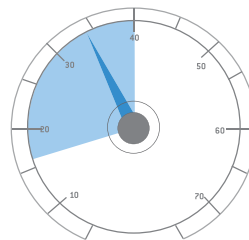
In the face of growing pharmaceutical market complexity, it is essential to stay closely tuned into the markets served. Yet, the new PhRMA code has effectively reduced the number of interactions allowed between pharmaceutical companies and their healthcare provider (HCP) targets. For this reason, it's crucial to make every interaction count.

Plan 365 offers **The Peer Exchange**, an effective solution to capitalize on more limited HCP contact through Moderated Program Services. The Peer Exchange is designed to get the feedback from HCP targets that you can't get through traditional approaches. It transforms standard dinner meetings and teleconferences into compelling, facilitated HCP programs that establish a direct information exchange between key targets, and provide a skilled and knowledgeable moderator to keep the interaction aligned with your objectives. Consequential information exchange among HCP peers provides invaluable insights and influence opportunities throughout the product life cycle.



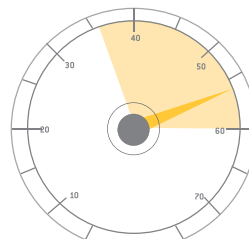
PRE-LAUNCH

Lay a foundation for success



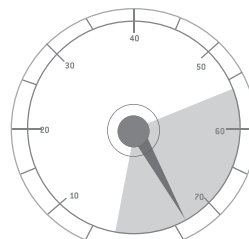
LAUNCH

Accelerate Product Uptake



MARKET GROWTH

Maximize Peak Sales



PRODUCT MATURITY

Optimize Profits/
Extend Brand Life



The Peer Exchange Moderated Program Services

What Makes us Different?

Our Facilitators

Plan 365 has partnered with the McGrath Communications Group. All of our moderators are focused exclusively in the healthcare industry and have extensive experience in working with healthcare professionals. In short our faculty know healthcare providers and know how they think.

McGrath Communications Group has been extensively involved in creating unique, highly interactive training sessions and meetings for healthcare professionals. This experience in creating dynamic learning environments in the context of Compliance and the OIG Guidelines provides a wealth of proven strategies and a track record that speaks for itself.

Our Logistics Management

Full Service Support: Plan 365 offers end-to-end logistics support from invitation design, recruitment, meeting logistics, expense management, speaker engagement, sales communication, performance management and reporting. Use of online registration and reporting capabilities ensures our clients stay informed and in control of their projects.

Our Focused Approach

With a results-focused approach, you can count on Plan 365 to:

- Focus on and understand your objectives
- Serve as careful stewards of your budget
- Adhere to your corporate and regulatory guidelines
- Represent your brand as if it were our own
- Treat your speakers, physicians and representatives professionally



Move the needle on your internal performance metrics through **The Peer Exchange**. Call 1.877.870.9060 for more information.