

VALEANT PHARMACEUTICALS INTERNATIONAL, INC

MARKETING TOOLS THAT WORK

Internal Marketing

- 1 Trained staff
- 2 Tools for communications and retention
 - i) Thank you letters
 - ii) Newsletter
 - iii) Brochures
 - iv) Retention items
- 3 Message on hold
- 4 Good tracking and follow up program
- 5 Relationship building with patients
 - i) Using the catalogue of past patient experiences
 - ii) Identifying the patient needs, goals and desires

Internet Communication

- 1 A separate page on the Website for Kinerase products to including patient testimonials
- 2 Broadcast e-mails (e—blasts) to their patients and clients announcing specific specials and other information. These e-mails could also have the customers personal Web site as a link to also drive traffic to their Web sites
- 3 Coupons on line for Kinerase specials as well as other types of specials
- 4 A special page just for patient testimonials.
- 5 Mutual reciprocal linkages

Seminars and/or special events

- 1 Specific to Kinerase with demonstrations and happy patients in attendance
- 2 General seminars or special events that discuss all skin care concerns and possible results
- 3 Special holiday events (Valentine)
- 4 Referral source special seminars – to educate the referral sources on the benefits of the products and services offered at the customers' facilities
- 5 Private parties at patients' homes
- 6 Private parties at other referral sources businesses (health clubs, salons, etc.)

Patient testimonials

- 1 Encourage customers to offer special deals to several different categories of patients (different skin types or skin problems) that are good for the products.

- 2 Have the aesthetician/nurse follow with them and take pictures throughout the treatment plan process
- 3 Record the patients' comments to be published on the Web site, in newsletters, in the office reception areas and in the exam rooms
- 4 Provide audio testimonials that can be used on the message on hold and after hours and weekend messages
- 5 Provide video testimonials that can be shown in the reception areas on screens through DVD or VHS and on the Web sites.

Practice Introduction DVD development – This is definitely for the larger practices

- 1 Encourage those practices that can video tape some of the doctor's seminar presentations or participation on any TV show to produce the presentations into Personalized DVDs that can be sent to any patient/clients coming into the practice or even inquiring about specific procedures. This gives the prospective patient/client the opportunity to "get acquainted" with the doctor even before the visit begins.



