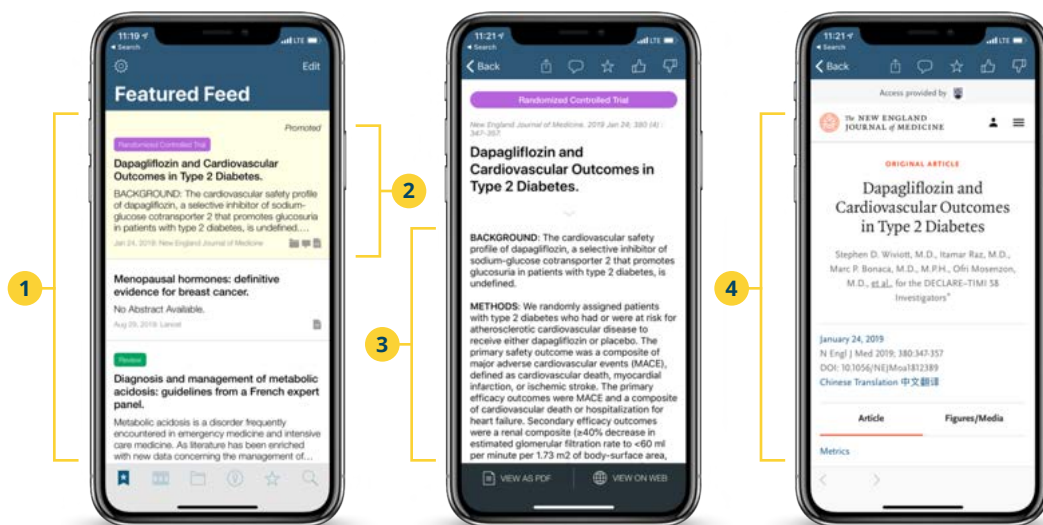


# Literature Dissemination via Read by QxMD

Next Generation Alternative to Reprints

In an increasingly digital world, **92% of physicians still view the medical literature as the most credible source of information**. QxMD is a digital medical education company that is uniquely positioned as a highly credible digital source of information for physicians.

Read by QxMD offers brands the opportunity to **disseminate your science & therapeutic data on a platform that millions of HCPs trust** to keep up with new data in their field. Disseminate research results that highlight efficacy data, mechanism of action and disease state awareness at the top of targeted HCPs' feeds, capturing them at a 'teachable moment' when they are most primed to absorb information.









## THE TACTIC

- 1 HCPs visit the platform for their daily reading lists.
- 2 We feature your citation at the top of targeted HCPs lists.
- 3 HCPs read the results of research that matter to you.
- 4 Option to explore full-text, annotate, and share with their colleagues.

## THE PLATFORM

Read by QxMD is a **personalized medical & scientific journal** that helps clinicians discover and access the latest new research that impacts their practice in just a few minutes each day.

## ADVANTAGES

-  HCPs captured at the teachable moment, when they are most primed to absorb new information
-  Extensive reach, including HCPs that are not in contact with your field salesforce
-  Lower cost per read than paper reprints
-  Launch within 1-2 business days; and easily scale programs up or down
-  Results amplified by social shares (e-mail, Twitter, Facebook)
-  No transfer of value means no Sunshine Act reporting