

## PRESS RELEASE

### Guideline launch hits the media with over 65 million OTS

**Friday 24 November 2006.** The publication and launch of a consensus guideline has hit the press. Following the development of the new consensus guideline by Connectmedical, it has been published in *Guidelines*, on *eGuidelines.co.uk*, and reported in *Guidelines in Practice*, reaching over 40,000 GPs, pharmaceutical advisors and formulary pharmacists. A media relations and PR campaign, organised by the client's PR company, delivered coverage across all media including:

- TV, including BBC, ITV, Channel 4, Channel 5 and Sky
- Five national newspapers
- Radio, including BBC Radio 2, Radio 4, Radio 5 Live, Radio London and local stations
- Internet, including at least 54 medical and public sites
- Medical press coverage, including GP, Pharmaceutical Journal and Chemist & Druggist.

65 million opportunities to see/hear on the day of launch. In addition, there were 9000 downloads of the guideline from *eGuidelines.co.uk*.

Connectmedical works with key opinion leaders in many disease areas to produce evidence based consensus guidelines; these are then disseminated to key prescribers and influencers via the respected publication *Guidelines*.

Connectmedical specialises in positioning brands through clinical guidance.

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