

PHARMACEUTICAL INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Test your knowledge about clinical drugs now!
- Taking medications without the doctor's recommendation? See how this can impact you.
- Is your medication FDA approved?
- Do you know the side effects of all your medication?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Health Age Calculator](#)
- [Weight based dose calculator](#)
- [What is your medical IQ?](#)
- [Creatinine clearance calculator](#)
- [Check out this Dietary Supplements quiz!](#)
- [Global drug survey 2019](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Is your dosage correct?
- Find out your plausible medical supplement needs based on your living habits and blood test!



STAY **TOP OF MIND**

COST CALCULATORS

- See how much you are spending each month on medication?
- What should be your ideal family medication budget?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Are you paying more for the medications you are taking?
- Calculate the ideal cost of medicine based on composition!
- Get an estimate for your medical expenses for the next 3 months!



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Is your medication healthier than others? Find out now!
- Is your medicine composition correctly balanced in comparison to your competitors?
- How do the clinical trials compare between your medication and others?



GROWING **MQL**