



Typical Response Results

Example: Lyrica Dispatches broadcast Sept '09 to 11,074 clinicians in pain management and UK psychiatry
71% of recipients clicked-through to client sponsored content
23% clicked-through client banner ad

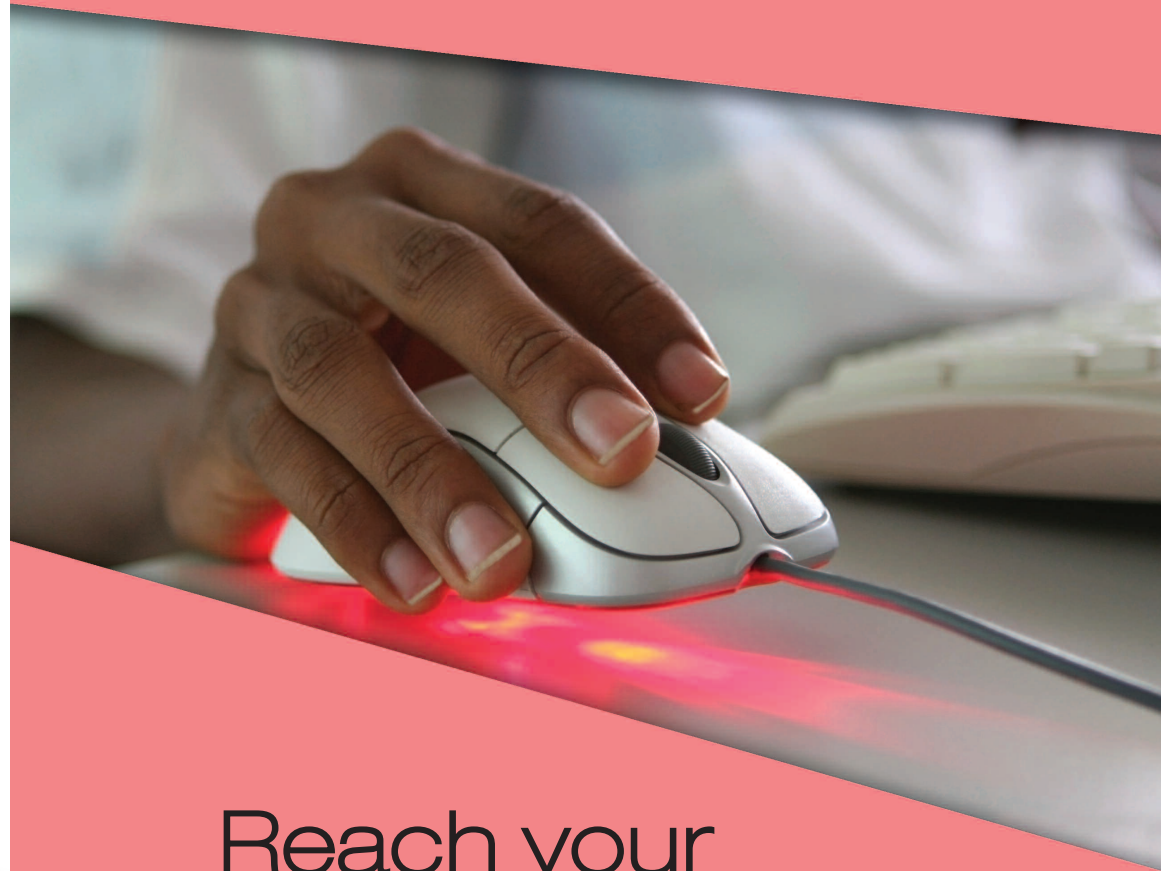


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Look us up on  at **IMI Irish Medical Information**

IMI dispatches is a service provided by IMI Irish Medical Information Ltd



Reach your Target Audience in One Hit



The medical email alert service

Reach your Target Audience in One Hit

- *IMI Dispatches* is a one-off digital newsletter sent as an email to a targeted audience.

Send YOUR Message to YOUR Customers

- *IMI Dispatches* is a highly effective way of sending your message in a chosen therapy area to the right people, who have chosen to receive information.

Support your Message with High Quality Content from IMI Irish Medical Information

- *IMI Dispatches* delivers high quality reports from our experienced team of medical writers that support and enhance your message.

Track Response and Click-Through Rates

- *IMI Dispatches* delivers full readership metrics that allow you to gauge the response to your information.

How an *IMI Dispatches* works

- If you have information about your brand such as product news, PI updates, a new launch/brand extension press release, the latest clinical news or perhaps a service you offer to your customers that requires quick and efficient transmission to a specific audience, an *IMI Dispatches* will do just that.
- You may supply a press release or other approved copy which will appear as the first 'article' on the Dispatch under the heading, 'Sponsor's Information'. Logos may be added to this section. Users will be able to access this information on click-through.
- To support your message, IMI Irish Medical Information can supply up to three reports written by our experienced medical writers from the most recent national or international conference of relevance to your brand's therapy area.
- The Dispatch is then sent as an email to the target audience at a time that fits with your schedule. IMI's extensive lists include healthcare professionals across primary and secondary care all of whom have given permission to be sent information from IMI Irish Medical Information.
- We now have over 3,500 health care professionals waiting to receive information. Contact us to see how we can get your messages to your target audience.