



Trackable *Graphics*



Information and Knowledge from Your Pharma

2016 Idea Book

of Technology Infused Print Media &
Direct Mail Educational Marketing Solutions
for the
Pharmaceutical & Healthcare Industry

Improve Patient Compliance & Adherence

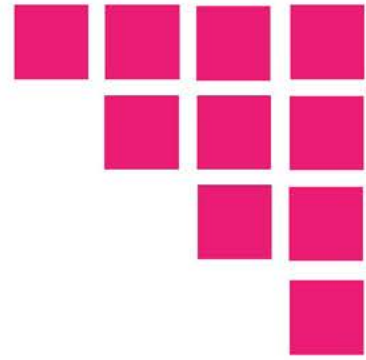
Impactful. Innovative. Results Driven.



USAKEY

PPAI 537995

SAGE 69655



ABOUT US

Trackable Graphics is a technology driven, graphic communications innovator and manufacturer, offering a wide range of impactful, results driven, technology infused print media marketing products for business and industry. Our primary focus is the pharmaceutical and healthcare industry, where educational marketing tactics are of paramount importance.

Founded by Rich Butler and Rich Chieppa, the company was previously a leading resource for medically relevant promotional products that helped build pharmaceutical brands for nearly two decades. The PhRMA Code of 2009, which essentially banned the use of promotional items, resulted in a shift toward the development of innovative "educational marketing tools" by this forward thinking company.

In 2015, Trackable Graphics acquired the IKYP™ brand from the former KYP Holdings, PLC, UK. The IKYP™ brand was equally well known and admired by healthcare agencies and pharmaceutical marketers worldwide for uniquely blending physical print-based media with webkey technology, and digital audio and video elements to educate, empower and engage audiences and consumers with meaningful information, while offering valuable tracking analytics.

*Now, veteran PPAI Industry Supplier Trackable Graphics, (UPIC: USAKEY) proudly re-introduces, for the first time, to a new generation of print and promotional products distributors IKYP™ Line. Re-branded **Information and Knowledge from Your Pharma**, distributors now have access to a dynamic new line up of technology infused print media products that facilitate patient education, compliance and adherence, and improve patient outcomes.*

*As you review the pages of our 2016 **Idea Book** of Educational Marketing Tactics for the Pharmaceutical & Healthcare Industry, please know that our manufacturing capabilities are quite diverse as we specialize in customizing any of our products to your exact specifications or requirements.*

We look forward to exploring business opportunities with you!

Impactful. Innovative. Results Driven.

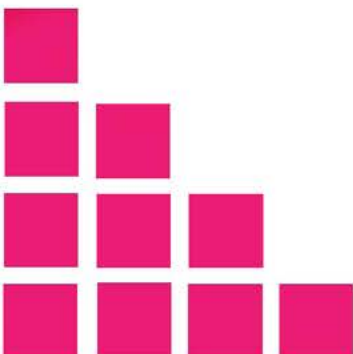


TABLE OF CONTENTS:

Our lineup of unique and affordable technology-in-print marketing solutions facilitates patient & physician education, drives web traffic, builds brand recognition, and creates an impactful & memorable effect.

p. 1 **Paper WEBKEYS**

Printed & Assembled in the USA, this "trackable" direct mail marketing solution drives internet traffic like never before, and tracks plug-ins through our own CORalytics tracking software. Exceptional double-digit response rates!

p. 2 **WEBKEY CHIPS**

Webkey Chips are the hottest and most affordable technology-in-print product available today for mass marketing. Drive users to where you want them, on the web, where they can learn, engage, interact and more. Now available in bulk for commercial printers & print brokers and agencies. Uniquely serialized for individual tracking.

p. 3 **Plastic WEBKEYS**

Credit card size or custom moulded to your specifications, plastic webkeys are ideal for patient starter kits.

p. 4 **IKYP™ Kards Plastic WEBKEYS**

2 in 1 Webkey and QR Code! Credit card size Plastic Card has swivel Webkey for desktop users as well as a printed QR Code for mobile users.

p. 5 **Video Youbook™ Video Brochures**

We can't think of a more impactful marketing tool than our custom produced Video Brochures and Video Tablets. Beautifully crafted in full color paperboard, our line up LCD Screen Video Infused in Print are made with the highest quality components and are suitable for all industries, particularly healthcare and pharma, where educational marketing is of paramount importance.

p. 6 **Video Youbook™ Video PostCards**

Simply put, there is NO better way to capture consumer attention than with a "video" message embedded in a colorfully printed mailed postcard. This product provides unprecedented 70%-80% response rates. Or, use as a magazine/journal "insert" for amazing results.

p. 7 **Video Youbook™ Deluxe Video Tablet with Stand / AC Adaptor**

Our top of the line Video Tablets ideal for office or exam room. AC adaptor for continuous play.

p. 8 **Video Youbook™ Healthcare Flipbook**

An IKYP EXCLUSIVE! Up to 12 Videos for the price of one! A new video plays at the turn of every page.

p. 9 **Audio & Trackable Audio Postcards**

Unique direct mail postcard that plays a pre-recorded message by simply pressing a button. Optional swivel WEBKEY invites user to engage online by simply plugging into their computer or laptop. Track results with CORalytics Tracking.

p. 10 **InfoBudz™**

Personal Audio Booklet - We've combined pre-recorded messages with a mini full color printed booklet, along with personal earbuds for an amazing marketing experience. HIPPA & PhRma Compliant.

p. 11 **PharmaDrive™**

You asked for it, now it's here! The world's first Flash Drive & WEBKEY integrated into print collateral!

p. 12 **Patient Starter Kit**

Let Trackable Graphics customize a complete Educational Patient Kit Solution for your brand. Patient Kits can contain both Trackable WEBKEY and a Video Brochure or Audio Postcard.

p. 13 **Coming Soon...**

PAPER WEBKEYS

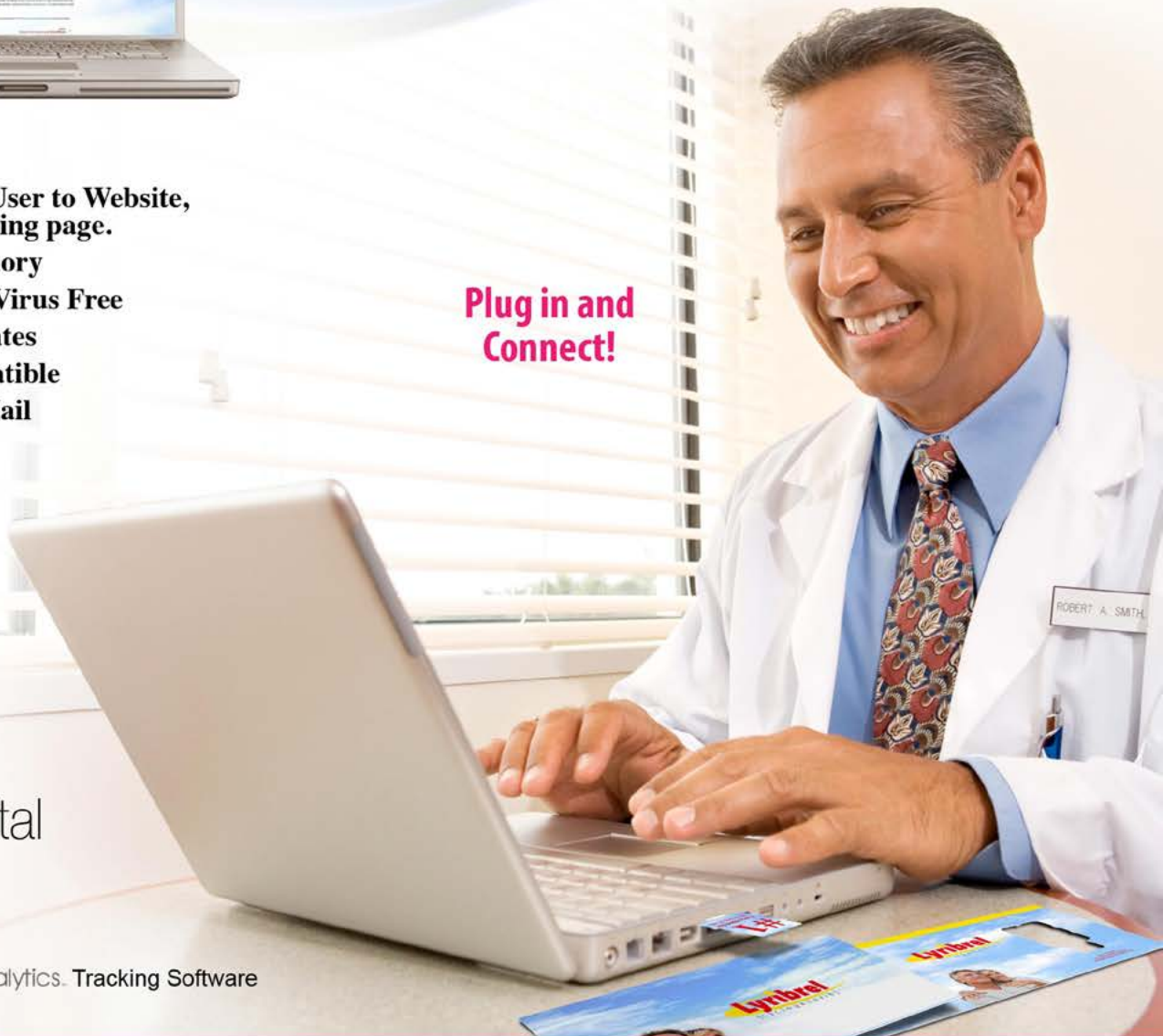


- Instantly Routes User to Website, Microsite or Landing page.
- Contains No Memory
- McAfee Secure, Virus Free
- High Response Rates
- PC & Mac Compatible
- Ideal for Direct Mail

Plug in and Connect!

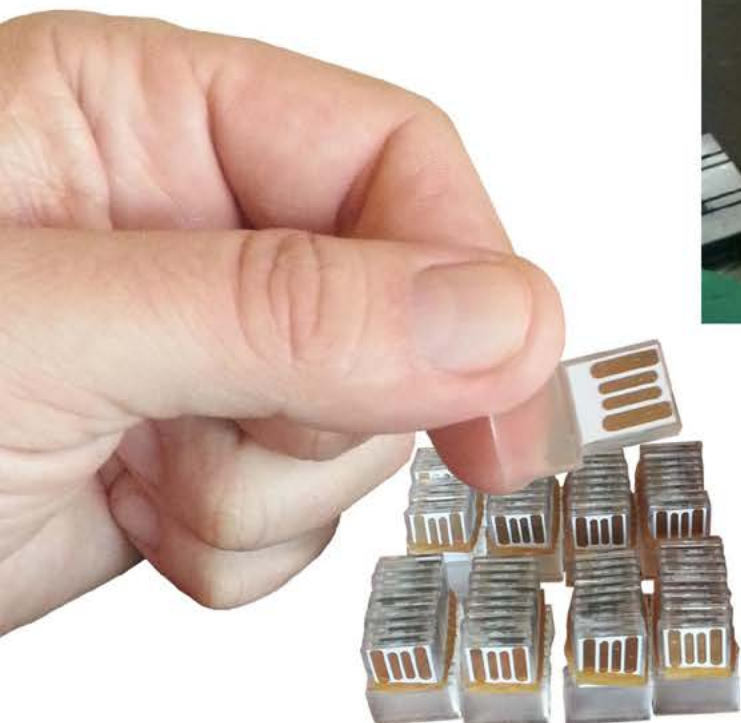
Educational
Print-to-Digital
Marketing

* Trackable with CORalytics. Tracking Software



WEBKEY CHIPS

**BULK CHIPS ARE
AVAILABLE
FOR COMMERCIAL
PRINTERS!**



Patented



**Plug in and
Connect!**

- Instantly Routes User to Website, Microsite or Landing page.
- Contains No Memory
- MacAfee Secure, Virus Free
- High Response Rates
- Uniquely Serialized
- PC & Mac Compatible
- Ideal for Any Print Media



* Trackable with **COR**alytics. Tracking Software

PLASTIC WEBKEYS



Educational
Print-to-Digital Marketing



- Instantly Routes User to Website, Microsite or Landing page.
- Contains No Memory
- MacAfee Secure, Virus Free
- High Response Rates
- PC & Mac Compatible
- Custom Molded Shapes
- Ideal for Patient Starter Kits



Plug in and Connect!



* Trackable with CORalytics. Tracking Software

SCAN FOR MOBILE – OR – PLUG IN FOR DESKTOP



The perfect addition to Patient Starter Kits!



Mobile uses Printed QR Code

Desktop uses a Swivel USB Webkey



2-Ways-in-1 to receive Information & Knowledge from Your Pharma



Impactful! Innovative! Memorable Marketing!

More physicians prescribe LYRIBREL as part of their patients arthritis treatment plan.

LYRIBREL is a prescription medicine that can be self-injected. It is used to treat five long-term inflammatory diseases: moderate to severe rheumatoid arthritis (RA), adult chronic moderate to severe plaque psoriasis in patients who are candidates for systemic therapy or phototherapy, psoriatic arthritis, moderate to severe juvenile idiopathic arthritis (JIA), and ankylosing spondylitis (AS).

#1 Prescribed for Arthritis Pain

VIDEO 1 VIDEO 2 VOLUME UP VOLUME DOWN

Lyribrel
(cyclogaboxib)

What is LYRIBREL?
LYRIBREL is a prescription medicine that can be self-injected. It is used to treat five long-term inflammatory diseases: moderate to severe rheumatoid arthritis (RA), adult chronic moderate to severe plaque psoriasis in patients who are candidates for systemic therapy or phototherapy, psoriatic arthritis, moderate to severe juvenile idiopathic arthritis (JIA), and ankylosing spondylitis (AS).
LYRIBREL is grouped within a class of medications called biologic response modifiers, or biologics. By working on the immune system, biologics block proteins that contribute to the disease process. Because ENBRIL suppresses the immune system, patients are at a greater risk for getting serious infections.
The science behind LYRIBREL
Tumor necrosis factor (TNF) is a substance made by your body's immune system. People with inflammatory diseases such as rheumatoid arthritis, plaque psoriasis, psoriatic arthritis, juvenile idiopathic arthritis, and ankylosing spondylitis have too much TNF in their bodies. LYRIBREL reduces levels of the active form of TNF.
The clinical history of LYRIBREL

- LYRIBREL was the first biologic approved for moderate to severe rheumatoid arthritis
- LYRIBREL has an established safety profile
- LYRIBREL has over 10 years of continuous safety data in patients with moderate to severe rheumatoid arthritis

See why more physicians prescribe LYRIBREL as part of their patients arthritis treatment plan.

PLAY

#1 Prescribed for Arthritis Pain

Lyribrel
(cyclogaboxib)

- High Resolution 2.8", 4.3", 5.0", 7.0", 10.0" LCD Screen
- Crystal Clear Audio
- Function Buttons & Chapter Buttons
- Optional 'Soft-Touch' Button Activation
- Rechargeable With USB Cord (included)

Exclusive
16:9 Widescreen
Aspect Ratio

Optional Mailer
Boxes Available



As a
Journal Onsert

- Impactful Educational Marketing
- Promotes Doctor to Patient Engagement
- Ideal for Patient Starter Kits, Direct Mail, Tradeshow Handouts or Journal Onsert
- High Resolution LCD Screen
- Crystal Clear Audio
- Play Button
- Charges via USB cord Included



2.8" LCD Screen -
4:3 Aspect Ratio



4.3" LCD Screen -
16:9 Widescreen Aspect Ratio





DELUXE VIDEO TABLET

with Stand and AC Adapter for In-Office Continuous Play Mode



- Impactful Educational Marketing
- Promotes Doctor to Patient Engagement
- High Resolution LCD Screen
- Crystal Clear Audio
- Function Buttons including Play/Pause, Volume Up/Down
- Charges via AC Adapter or USB
- Continuous Play Through AC Powered Stand



**Up to 12 Videos for the price of one!
A new video plays at the turn of every page.**



Lyribrel



What Is LYRIBREL?

ENBREL is a prescription medicine that can be self-injected. It is used to treat five long-term inflammatory diseases: moderate to severe rheumatoid arthritis (RA), adult chronic moderate to severe plaque psoriasis in patients who are candidates for systemic therapy or phototherapy, ankylosing spondylitis, moderate to severe juvenile idiopathic arthritis (JIA), and ankylosing spondylitis (AS).

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The science behind LYRIBREL
Tumor necrosis factor (TNF) is a substance made by your body's immune system. People with inflammatory diseases such as rheumatoid arthritis, plaque psoriasis, psoriatic arthritis, juvenile idiopathic arthritis, and ankylosing spondylitis have too much TNF in their bodies. LYRIBREL reduces levels of the active form of TNF.

The clinical history of LYRIBREL


- LYRIBREL is approved for moderate to severe rheumatoid arthritis
- LYRIBREL has an established safety profile
- LYRIBREL has over 5 years of continuous safety data in patients with moderate to severe rheumatoid arthritis

Ask your Doctor today about the LYRIBREL Autoinjector.

Lyribrel
(cyclogaboxib)

PATENT PENDING

Cholesterol



HIGH CHOLESTEROL

Normal Artery Narrowing of Artery



Lipid deposit of plaque

Why is Cholesterol Important?

Your blood cholesterol level has a lot to do with your chances of getting heart disease. High blood cholesterol is one of the major risk factors for heart disease. A risk factor is a condition that increases your chance of getting a disease. In fact, the higher your blood cholesterol level, the greater your risk for developing heart disease or having a heart attack. Heart disease is the number one killer of women and men in the United States. Each year, more than a million Americans have heart attacks, and about a half million people die from heart disease.

How Does Cholesterol Cause Heart Disease?

When there is too much cholesterol (a fat-like substance) in your blood, it builds up in the walls of your arteries. Over time, this buildup causes "hardening of the arteries" so that arteries become narrowed and blood flow to the heart is slowed down or blocked. The blood carries oxygen to the heart, and if enough blood and oxygen cannot reach your heart, you may suffer chest pain. If the blood supply to a portion of the heart is completely cut off by a blockage, the result is a heart attack.

High blood cholesterol itself does not cause symptoms, so many people are unaware that their cholesterol level is too high. It is important to find out what your cholesterol numbers are because lowering cholesterol levels that are too high lessens the risk for developing heart disease and reduces the chance of a heart attack or dying of heart disease, even if you already have it. Cholesterol lowering is important for everyone— younger, middle age, and older adults, women and men, and people with or without heart disease.

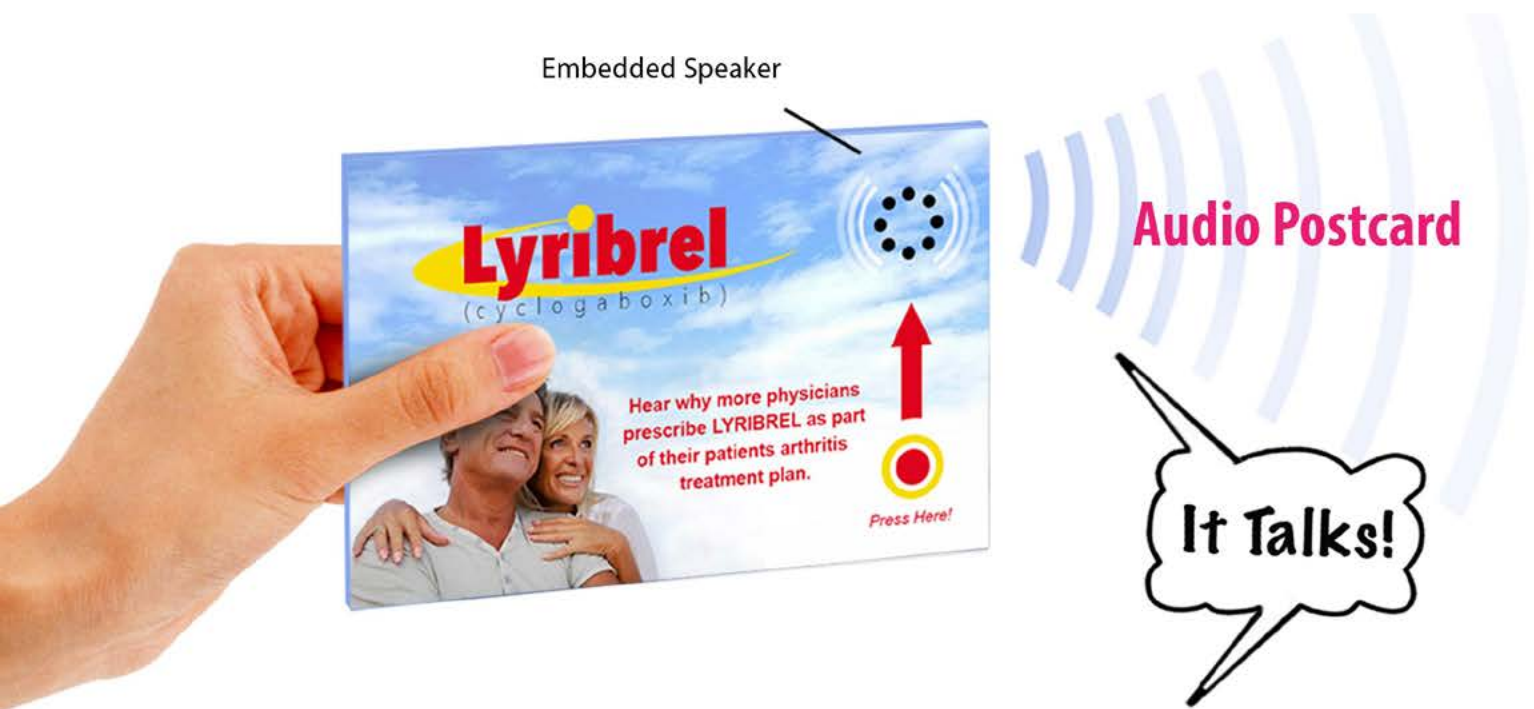
Replay Video

HHA HEART HEALTH ASSOCIATION

AN IKYP EXCLUSIVE! 4" or 5" HIGH DEFINITION LCD Screen!

- Unique Desk or Wall Mount design
- Deluxe Model with AC adapter for continuous play and optional slide show or screen saver mode!!!
- 12 light sensors - Each month plays a unique video with the turn of a page
- Replay Video Button
- Rechargeable lithium battery
- Crystal clear sound
- Volume control wheel

AUDIO POSTCARDS & TRACKABLE AUDIO POSTCARDS



Trackable* Audio Postcard (with Swivel Trackable WEBKEY)

- **An Effective, Affordable Alternative to our Video Postcards**

Fold-Out Webkey Instantly Connects to the Web



Optional Mailer Boxes Available



* Trackable with CORalytics Tracking Software



READ. LISTEN. LEARN.

An informative, multi-page booklet with ebedded soundchip designed to hold up to a 60 seconds of your educational or marketing message!

- Educational - Improves patient adherence & compliance
- Full-color, multi-page durable booklet
- Crystal clear sound - quality earbuds included
- Volume control and On/Off Buttons
- Portable & personal

"You have just been prescribed Lyribrel. Now, find out why Lyribrel is the number one prescribed treatment for arthritis..."



PHARMA-DRIVE™



Memory Starts at 512MB up to 4GB!

- Pre-Load and Lock Your Files
- Instant WEBKEY Function with Trackable* Feature
- PhRMA & AdvaMed Compliant
- Great for any Industry





PATIENT STARTER KIT

with Mini Video Brochure and Plastic Webkey Card



Video Brochure



Plastic Webkey

Let us Customize a Complete Educational Patient Kit Solution



Prescription Information or Product Spec Sheet

Product Brochure

Information Card with Detachable Plastic Webkey

Video Brochure

Everything is **100% Customizable!**

* Trackable with CORalytics. Tracking Software

COMING SOON...

NEW **IKYP** Educational Marketing Products are being
launched soon...

We invite you to visit www.IKYP.com to see our latest
"NEW" Products for healthcare & pharma.