

## VASCULAR DEMENTIA: Advances in Diagnosis and Treatment

Demonstrating the Impact of a Targeted Disease State Awareness Program

### HIGHLIGHTS Summary Report

#### TOTAL VISITORS TO BOOTH

3,330 attendees, from all 50 United States and 68 countries, visited the Educational Exhibit™.

#### TOTAL SURVEY RESULTS

- 97% of visitors to meetings completed the survey
- 68% were visitors from the USA, 32% were international

#### EXHIBIT THROUGHPUT

The Educational Exhibit™ had visitors from 80+ different firms, organizations and institutions

#### ATTENDEE FEEDBACK

*"Reading the panels and listening to the audio, I really got tearful to see how debilitated a patient with VaD can really become without any help."*

– Primary Care Physician comment regarding the VaD Educational Exhibit™



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**Pfizer Inc. was attempting to address two crucial points related to Vascular Dementia (VaD). First, raise awareness of the true impact of the condition and second, help clinicians differentiate VaD from Alzheimer's disease. A yearlong program, featuring three events, was established to reach both the specialist and primary care audiences. These are the results of that program.**

**ISC's Solution:** Pfizer was attempting to make an educational impact on physician understanding of VaD. ISC conferred with Pfizer and proposed the use of an EDUCATIONAL EXHIBIT™ at a series of US-based medical conferences, focused on conveying vital information about VaD to a variety of medical professionals.

Based upon the general knowledge of VaD within the broader healthcare community, Pfizer was determined to update the clinician mindset on the true impact of VaD on patients and their caregivers.

The attendee survey presented as part of the VaD Educational Exhibit™ generated clear and concise data, upon which baseline metrics for future educational activities could be established.

The exhibit was presented in the same format at the following US-based medical conferences within the same calendar year:

1. American Psychiatric Assoc. (APA)
2. Pri-Med Midwest (PM-MW)
3. American Heart Association (AHA)

**Impactful Results:** The VaD Educational Exhibit™ had a total of 3,330 visitors who answered 24,624 survey questions resulting in 39,209 unique responses.

**The EDUCATIONAL EXHIBIT™ is a directed tour that provides visitors with an overview of the "story" you have to tell. The concept provides a cost-effective, measurable and coordinated communication vehicle that reaches target audiences with a detailed, memorable 8 minute "story."**

**We all have a story to tell. Whether it is about a company, a product or service, a story must be told to engage target audiences. Energize Your Story!**



**EducationalExhibit**  
Energize Your Story