

## A New Consumer-Healthcare Forum

You are holding the first issue of *OTC Perspectives* magazine. Welcome to this new forum that is designed to meet the needs of those passionate marketing, agency and media executives who work in the consumer healthcare field. While several existing publications touch upon various aspects of healthcare marketing, none of these are dedicated to consumer healthcare marketing in the way that *OTC Perspectives* – a publication founded by an experienced team of OTC marketers – intends to cover this vibrant marketing discipline. We hope this first issue is the start of a long-term relationship.

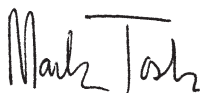
First, a word about our heritage. OTC Perspectives is a new division within DTC Perspectives Inc., the leading publishing, conference and consulting company for executives focused on direct-to-consumer marketing of prescription drugs. The annual DTC National Conference is the must-attend get-together for anyone doing DTC-related marketing. OTC Perspectives also will provide live forums for healthcare marketers to get together and hear from experts in consumer marketing and media, beginning this month with the inaugural OTC National Conference, June 4-5 in Boston.

The goal of OTC Perspectives is to be the forum for discussion and debate on the key issues that impact OTCs and, more broadly, all of consumer healthcare. And, to be clear, we consider our mandate for this new publication to encompass the gamut of consumer healthcare marketing, with coverage of the marketing behind a lineup of products that includes OTCs, personal care products and the general “beauty” category items that are part of the typical drugstore merchandise mix. We intend to publish two issues in 2009, and move to a quarterly schedule in 2010, and we will accept articles submissions from executives with consumer healthcare marketing expertise. We want to provide diverse points of view on the key issues that are impacting consumer healthcare on a global basis.

For example, in this debut issue we feature the story behind two of the mega-success stories in the OTC category over the past decade – the developing of Mucinex and Mr. Mucus, and also a report on tapping into the innovation process that led to Listerine PocketPaks. There's also specialized coverage that addresses packaging, career advice, campaign “deconstruction” and retail opportunities.

We hope you enjoy this premiere issue of *OTC Perspectives*, and please send us your comments and suggestions on how to make this new publication even more useful and insightful to consumer healthcare marketers. We want to partner with you in the effort to capture the essence of this growing community of healthcare marketers.

Best regards,



Mark Tosh



Robert Ehrlich  
Chairman and CEO  
DTC Perspectives, Inc.

Hellen Spanjer  
COO

Mark Tosh  
Editor-in-Chief/VP of Analytics

Christine Franklin  
Director of Marketing

Scott Ehrlich  
Director of Business Development

Jennifer Haug  
Market Research Associate

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Sales and Advertising Manager

Brooke Kobren  
Marketing and Production  
Associate

Stacey Hagenbush  
Sales & Marketing Associate

Debra Rennert  
Creative Director

Debra Sander  
Office Coordinator

James Ticchio  
Art Director  
Direct Media Advertising

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OTC Perspectives is Published Quarterly By:  
DTC Perspectives, Inc.  
30 Columbia Turnpike Suite 205  
Florham Park, NJ 07932  
Phone # 1-973-377-2106  
Postmaster: Please send address changes to the above.

Free to Qualified Industry Subscribers in the U.S.  
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Rates for International and Non-Industry  
Subscribers:

\$72 Per (1 Year) in the U.S.  
\$96 (1 Year) Outside of U.S.  
Back Issues \$10 in U.S.  
\$30 in All Other Countries

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