

MAYNE PHARMA

ANNOVERA

ANNOVERA IS A
PRESCRIPTION
HORMONAL
BIRTH CONTROL RING
THAT'S 97% EFFECTIVE.

mayne **pharma**

DECEMBER 2023

Annovera®
(segesterone acetate and
ethinyl estradiol vaginal system)
Delivers 0.15 mg/0.013 mg per day

TARGET MARKET

- Doctors' offices in low income cities in the U.S.
- 56 % or 21.4 million of women are living in poverty in the U.S.. (Bleiweis, 2020)

MESSAGE

Introducing Annovera, your annual, low-cost contraceptive solution – a convenient and effective choice for women in your community, available now for discussion and prescription at your esteemed medical practice.

MEDIA USE TO REACH OUR TARGET

- Educating sales representatives to then teach doctors about the product.
- Utilize sales representatives cultivating relationships with doctors
- Receiving contact information from doctor's like email, number, etc..

LEAD CAPTURE & NURTURE SYSTEMS

Representatives making appointments to meet with doctors.

Follow up meetings with doctors with lunch, coffee, etc..

STRATEGY TO DRIVE SALES \$

Increasing the amount of prescriptions.



Provide free samples to patients for the first month



Patient care reminder 90 days before the prescription is up.



Call to action on packaging and increasing instagram pop-up ads.

ANNOVERA is the first and only long-lasting, procedure-free birth control that lasts a whole year. In addition, To get ANNOVERA, you make one trip to the pharmacy or simply order it online, and it arrives directly at your door in discreet packaging.

CITATIONS

Most impact reports contain a section that acknowledges the contributions of the people who worked tirelessly on the projects mentioned within.

<https://www.benefitspro.com/2019/07/18/10-poorest-zip-codes-in-america/?slreturn=20231103011654>

<https://www.annovera.com/?>

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