

ALLERGY ACTIVITY NOTIFICATION PROGRAM

THE AAN PROGRAM MONITORS AND PROJECTS THE POPULATION AFFECTED BY AIRBORNE ALLERGENS DOWN TO THE MARKET LEVEL

AAN is the ONLY allergy-monitoring program that reports the number of people affected by airborne allergens at the market level – *as it happens* – and projects the number of people who will be affected 11 months in advance of the season. This allows AAN Program clients to anticipate changes in seasonal allergy suffering during the spring, summer, fall, and winter, enabling them to manage sales and product demand, both OTC and Rx!

TIMING IS EVERYTHING when marketing and managing product demand due to seasonal allergy suffering. Peak market timing can vary by months across the United States, and affected population suffering can swing in the millions.

AAN provides age break trends and insights for 109 markets. AAN separates adult and pediatric age groups and reports the affected-population levels of each to enhance the view of what age segment is driving demand and change vs. the prior season.

LET THE AAN PROGRAM DRIVE YOUR MARKETING AND SALES STRATEGIES

Key Features

- Largest U.S. allergy-reporting program; measures the number of people affected due to pollen across 49 states and U.S. ZIP codes
- Tracks adults (age 13+) and children (age 12 and younger)
- Predictive projection model and tactical status triggers
- Weekly reports and long-range projections
- Reporting can be customized by region, trading area, market, sales territory, or retailer geography

Key Benefits and Use

- Improve media planning 11 months ahead of the season
- Generate incremental allergy sales/scripts
- Improve forecasting and promotional efficiency
- Optimize detailing and sales territory coverage
- Use for strategic planning and all tactical implementation

FOR MORE INFORMATION CONTACT:

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