

Model of Excellence

Company:

Business Model:

Thomson Healthcare
Montvale, New Jersey
www.medec.com

Advertising and Transaction Supported:
Fully Paid

Overview of General Business Model Characteristics

The Advertising and Transaction Supported: Fully Paid business model is a traditional one, though it is as challenging to implement online as in print. That's because all content is paid, so achieving a reasonable level of comprehensiveness – “critical mass” - is the big challenge to success. For those that attain it, this model provides a strong revenue stream, and leaves little room for competitors.

Models of Excellence Benchmarks

PDRxpress elegantly leverages the core marketing position and brand of the print *PDR* publication to move into an entirely new area, one that offers high value to advertisers by streamlining and automating a complex process. What is noteworthy about its approach:

- By bundling paid participation with specific regulatory and compliance requirements for pharmaceutical companies, it embeds itself in the business processes of its advertisers
- By making it the logical central clearinghouse for dissemination of drug information in electronic formats, it maintains the hegemony of its data
- By streamlining client workflow, it provides clear productivity savings
- By adapting XML, it allows publication and distribution in multiple formats from a single database

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