



## YOUR PRACTICE, YOUR PATIENTS, OUR PRIORITY

ALK has a long-standing tradition of investing in the education of patients and staff through our “Fight the Cause” program. We are committed to improving the lives of allergic patients and supporting the allergy specialist practice. **At ALK, YOUR practice and YOUR patients are OUR priority.**

By becoming a member of the ALK Rewards Program, physicians can access tools to assist in the administration of IT as well as supplementary patient education materials: hand-outs, posters, and DVDs. Providers can also earn discounts, services, and in-practice or web-based sessions to keep their staff informed of the latest industry and product information.

**How Do I Earn Points?** Your practice can earn 5,000 points for each product category purchased from ALK (Fourteen categories are available for a total of 70,000 points). Then, participate in “activities” with ALK to earn even more points. The more points you earn, the more benefits, rewards and savings you can access.

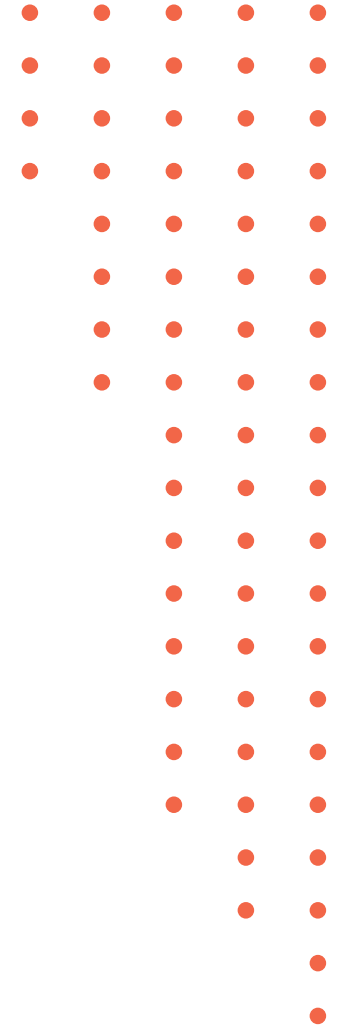
Activity	Points	Medallion Levels
Join ALK Rewards	5,000	 <b>BRONZE</b> 5,000 - 34,999 points
Place First Order Online	2,500	
Place Successive Online Orders (up to 12 per year)	250 per order	 <b>SILVER</b> 35,000 - 59,999 points
Attend ALK Technology, Best Practices, or Product Webinars	1,000 per webinar	 <b>GOLD</b> 60,000 - 99,999 points
Utilize ALK Consulting Services	1 point per dollar spent	 <b>PLATINUM</b> 100,000 points and Purchase 11 Product Categories
Register as an ALK Referral Account	2,500	
Install Rosch Immunotherapy®	5,000	 <b>PLATINUM ELITE</b> 100,000 points and Purchase All Product Categories
Sign Pricing Agreement with Multi-Year Commitment	10,000	
Enroll in Personal Service Plan (PSP) or Standing Order	6,000	

For More Information, Visit [www.alk-abello.com/us/alkrewards](http://www.alk-abello.com/us/alkrewards)

# REWARDS



- Patient Educational Flyers
- Skin Marking Pens
- Webinar Materials Provided for Attended Webinars
- Regional Allergy Poster (NE, MW, SE, W)
- Free Shipping
- Patient and Staff Educational Posters
- Anaphylaxis education materials
- Cold Packs
- Customized Magnets
- Patient Timers
- “Understanding Allergies” Pamphlet (pack of 50)
- “Understanding Allergies” Educational DVD
- Allergy Plant Book
- Customized Mailing Focusing on Increasing Referrals (Various Topics Available)
- Discount on Business Consulting Services with MD Practice Advisors
- “Lunch and Learn” Session (Various Topics Available)
- Discounted Rate for Physician Referral Building and Marketing Through Our Consulting Services
- Customized plan and materials to market your practice
- In-practice seminars on new developments in field of immunotherapy
- Free “research project” with PME Communications



*Quantities and discounts vary per level. Please refer to the ALK Rewards Order Form for specifics.  
Some rewards are subject to geographic and scheduling constraints. Speak with your Allergy Consultant about availability in your area.  
Please visit [www.alk-abello.com/us/alkrewards](http://www.alk-abello.com/us/alkrewards) for the full terms and conditions associated with ALK Rewards.*

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