

Specialist Segmentation Modules

Each Specialist Segmentation Module (SSM) is a comprehensive profile of a specific physician specialty audience and its use of information technology and digital media in the clinical practice setting. Clients can choose from a list of over 20 specialist segments and will receive a complete segmentation from the current Taking the Pulse® and ePharma Physician® data sets.

SSM Product Deliverables

Comprehensive PowerPoint Slide Deck: ~220 PPT slide deck serving as a graphical representation of the key survey findings. Custom slides can also be created using analyst inquiry service hours.

Summary Data Tables: Set of tables analyzing the primary segments for the defined specialist segment.

Taking the Pulse® & ePharma Physician®

Available Specialist Segmentations

- | | |
|---|---------------------------|
| Pediatrics | Oncology – Hematology |
| PCPs (Family Practice, General Practice, and Internal Medicine) | Oncology – Medical |
| Allergy and Immunology | Otolaryngology* † |
| Anesthesiology* † | Pain Management** |
| Cardiology & Cardiovascular Surgery | Plastic Surgery* † |
| Dermatology | Psychiatry |
| Emergency Medicine | Pulmonology |
| Endocrinology | Radiology* |
| Gastroenterology | Retina Specialist* † |
| Hospitalists** | Rheumatology |
| Infectious Disease/HIV Physician | Surgery – General |
| Nephrology | Surgery – Ophthalmology** |
| Neurology | Surgery – Orthopedic* |
| OB/GYN | Urology |
| Ophthalmology | |

* Available in Taking the Pulse® v10.0 only

** Available in ePharma Physician® v10.0 only

† Directional insights only

Specialist Segmentation Modules

Topics Include

- Physician practice technology profile, frequency of Internet use, and frequency of professional activities online
 - Online and offline information sources used, including textbooks, journals, CME, reps, search engines, sites visited, and conditions researched
 - Electronic detailing (e-detailing) participation and future interest, use and interest in full-service portals, product and corporate site visitation, rep technology usage, sales force effectiveness, value of the tech-enabled rep
 - Web 2.0 technologies, including awareness and use of streaming video, blogs, podcasting, and social networking, including use of sites such as Sermo and Medscape Physician Connect
 - Physician use and interest in customer service portals such as MerckServices or PfizerPro, as well as interest in features such as the live remote rep (video detailing)
 - Email newsletters, email with patients, colleagues, and pharmaceutical, biotech, or device companies
 - Patient interaction and education, including patients bringing information into office, sites recommended to patients, and types of patient education sources of interest
 - Digital health infrastructure, such as e-prescribing, EMR/EHR, practice management, speed of access
 - Use of mobile phone, smartphone (BlackBerry, iPhone), Internet, iPod, MP3 players, and tablet PCs, as well as mobile integration and the use of content sources such as Epocrates, 5 Minute Clinical Consult, and more
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For Subscription Information:

For additional segmentation module product and purchasing information, please contact sales@manhattanresearch.com or call 1.888.680.0800, ext 2.

Manhattan Research, a Decision Resources, Inc. company, is a global pharmaceutical and healthcare market research and strategic advisory firm. We conduct annual research studies covering eHealth trends among physicians and consumers, including Taking the Pulse®, Taking the Pulse® Nurses, Taking the Pulse® Europe, Taking the Pulse® Asia, Cybercitizen Health®, Cybercitizen Health® Europe, ePharma Consumer®, and ePharma Physician®. Broad consumer and physician research is complemented by targeted analysis for over 100 consumer therapeutic segments and physician specialist segments.