

TAKING THE PULSE® ASIA

ASIAN PHYSICIANS AND EMERGING INFORMATION TECHNOLOGIES
JAPAN ■ CHINA ■ SOUTH KOREA ■ TAIWAN ■ INDIA

Taking the Pulse® Asia: Asian Physicians and Emerging Information Technologies, is a syndicated multi-client study and advisory service focusing on technology adoption and integration trends in physician practices across Asia. The study aims to provide healthcare and pharmaceutical marketers with the key behavioral, attitudinal and demographic data needed to reach and influence the Asian physician market through the Internet and other technology.

Taking the Pulse® Asia explores topics such as the Internet, email communication, PDAs/smartphones, practice websites, electronic medical records (EMR), personal health records (PHR), electronic prescribing, web-based sampling (e-sampling), electronic detailing, online medical education (eCME), and more.

As the only annual research study of its kind, **Taking the Pulse® Asia** provides the healthcare and pharmaceutical industry with the opportunity to understand the unique characteristics of Asian physicians and learn how to better market to them. For more information, please visit

www.manhattanresearch.com/products/physician/asia.aspx.

RESEARCH TOPICS COVERED

- Internet use and experience online
- Patients seen per week
- Prescriptions written per week
- Practice management in the office
- Use of Electronic Medical Records (EMR)
- Internet access at the office, type of connection
- Frequency of Internet access
- Hours online per week (% for professional purposes)
- Activities conducted online
- Future interest in web-based communication systems
- Physician websites used
- Search engines used for health information searches
- Visits to pharma owned websites
- Interest in web-based sample system for Rx products
- Current and future participation in electronic detailing (e-detailing)

AVAILABLE COUNTRY SEGMENTATIONS

Taking the Pulse® Asia is focused on physicians in Japan, China, South Korea, Taiwan, and India.

TAKING THE PULSE® ASIA DELIVERABLES

- **Reference Deck:** Detailing key findings and focusing on physician awareness, adoption, usage, frequency and future interest in eHealth (PowerPoint format)
- **Executive Summary Deck:** Focusing on key findings, future trends, potential markets and changes in the online healthcare and pharmaceutical industry (PowerPoint format)
- **Strategic Briefing:** A presentation of the *Taking the Pulse® Asia* data set
- **Methodology & Data Tables:** Analyzing the primary segments against all of the data elements in *Taking the Pulse® Asia* (Adobe Acrobat PDF format)
- **Analyst Inquiry Privileges:** Analyst hours can be used to pull therapeutic and specialist-level data cuts on target-specific audiences and can also be used for custom presentations, additional analyses, and trending past data sets.
- **Client Website Access:** Access to all deliverables
- **One country or specialty segmentation**

STRATEGIC USES OF TAKING THE PULSE® ASIA

- Measure online and offline media usage and interest of Asian physicians
- Assess your current and future physician marketing mix in Asia
- Evaluate the potential ROI of new products and services
- Identify, acquire and retain your most valuable Asian physicians
- Segment physicians across health channels and market sectors
- Determine actions taken by Asian physicians before and after Internet use
- Identify barriers to seeking online and offline health information, products and services
- Leverage physician attitudes and behaviors surrounding privacy, security and trust to your brand's benefit

ABOUT MANHATTAN RESEARCH

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. For more information, please contact sales@manhattanresearch.com or visit www.manhattanresearch.com.