

TAKING THE PULSE® EUROPE

EUROPEAN PHYSICIANS AND EMERGING INFORMATION TECHNOLOGIES
UNITED KINGDOM ■ GERMANY ■ FRANCE ■ SPAIN ■ ITALY

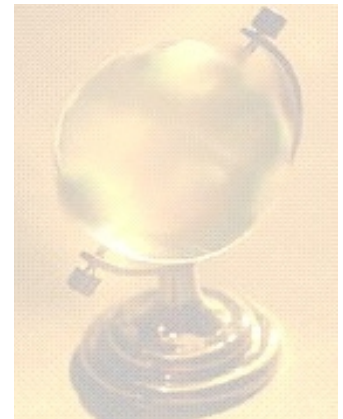
Taking the Pulse® Europe: European Physicians and Emerging Information Technologies, is a syndicated multi-client study and advisory service covering physicians in the UK, Germany, France, Spain and Italy. The primary focus of the study is technology adoption and integration in physician practices across Europe. The objectives are to identify and analyze the behavior, attitudes and demographics of the physician population which is using technology and the Internet for professional purposes.

Taking the Pulse® Europe explores topics such as physician adoption, use and behavior as related to the Internet, email communication, smartphone ownership/mobile activities, online journals, virtual conferences, social networking, health and medical website visitation, search engines, online video, patient education, pharma website visitation, videoconferencing with reps, and electronic detailing, and much more.

As the only annual research study of its kind, **Taking the Pulse® Europe** provides the healthcare and pharmaceutical industry with the opportunity to understand the unique characteristics of European physicians and learn how to better market to them.

TAKING THE PULSE® EUROPE TOPICAL SUMMARY

- Internet use and experience online
- Patients seen per week
- Prescriptions written per week
- 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)



PHYSICIAN SPECIALTIES COVERED

Allergists
Endocrinologists
Infectious Disease
Oncologists
Psychiatrists
Surgeons (general)

Cardiologists
Family Medicine/General Practice
Neurologists
Ophthalmologists
Radiologists
Urologists

Dermatologists
Gastroenterologists
Neurologists
Pediatricians
Rheumatologists

TAKING THE PULSE® EUROPE DELIVERABLES

- **Comprehensive Slide Deck:** Detailing key findings and focusing on consumer awareness, adoption, usage, frequency and future interest in eHealth, PowerPoint format
- **Executive Management Summary:** Focusing on key findings, future trends, potential markets and changes in the online healthcare and pharmaceutical industry
- **Market Trends:** A written summary focused on the top market trends and highlights from the latest research. This analysis will include comparisons to previous data sets, as well as forecasts within specific technologies.
- **Strategic Briefing or Webinar:** A presentation of the *Taking the Pulse® Europe* data set
- **Strategic Insights:** Articles written by Manhattan Research analysts on a variety of topics from the syndicated research studies
- **Summary Data Tables:** Analyzing the primary segments against all of the data elements in *Taking the Pulse® Europe*, Adobe Acrobat PDF format
- **Analyst Inquiry Privileges:** Access to Manhattan Research's experienced health team for one year. The number of analyst hours varies based upon the package purchased.
- **Client Web Access:** Access to all product deliverables

STRATEGIC USES OF TAKING THE PULSE® EUROPE

- Measure online and offline media usage and interest of European physicians
- Assess your current and future physician marketing mix in Europe
- Evaluate the potential ROI of new products and services
- Identify, acquire and retain your most valuable European physicians
- Understand the role and influence of DTC on European physician decisions
- Segment physicians across health channels and market sectors
- Determine actions taken by European physicians before and after Internet use
- Compare multi-channel health service usage among physician segments
- 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.