

Taking the Pulse® Nurses

Nurses and Emerging Information Technologies

Taking the Pulse® Nurses is a multi-client market research and advisory service focused on understanding technology adoption and integration trends among nurses. The study’s objectives are to identify and analyze the behavior, attitudes, demographics, and future interests of nurses as it relates to healthcare, technology, and the pharmaceutical industry.

In addition to analyzing overall market trends, clients can further segment Taking the Pulse® Nurses to derive statistically relevant insights across more than twenty nursing specialties. The study is fielded in Q2 among 1,053 practicing U.S. nurses.

By combining the key market research from Taking the Pulse® Nurses with Manhattan Research’s analyst expertise, clients are able to execute better informed marketing and sales strategies.

Strategic Uses

- Assess current and future HCP marketing mix.
- Evaluate the potential ROI of new technology applications.
- Segment nurses across health channels and market sectors.
- Determine the relative influence of various sources on treatment decision making.
- Identify barriers to seeking online and offline health information, products and services.
- Educate brand teams on e-landscape specific to the nursing market.

Topics Include

- **Technology and Internet Use for Professional Purposes:** Technology and device ownership, websites visited during appointments, search engines, wikis, social networking websites, HCP online communities, newsletters, blogs, podcasts, attitudes toward Internet usage
- **Channel Mix:** Sources used for professional information, including medical references, journals, and conferences
- **Email Use & Opportunity:** Email usage and patient messaging/communication
- **Patient Interaction & Education:** Source of patient education materials, websites recommended, influence on treatment decisions
- **Handheld Devices:** Frequency, professional functions, clinical references, preferred points of access
- **Practice Technology:** Electronic prescribing, EMR use and activities
- **Continuing Education:** Current and future manner of completion (online, mobile, traditional), websites used
- **Practice Profile:** Work setting, number of patients seen, number of prescriptions written
- **Digital Interaction with Pharma and Healthcare Companies:** Top pharma properties, website features of interest, HCP service portals

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Product Deliverables

- **Reference Slide Deck:** Comprehensive PowerPoint slide deck serving as a graphical representation of the entire data set
 - **Executive Management Summary:** Summary PowerPoint slide deck covering key topics from the initial analysis of the data set
 - **Strategic Briefing:** Presentation and Q & A session around the executive summary research
 - **Methodology & Summary Data Tables:** A complete description of the methodology (including a questionnaire topical outline) and summary data tables analyzing the primary segments against all of the data elements in Taking the Pulse® Nurses
 - **Analyst Inquiry Privileges:** A set number of analyst hours are available 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 Portal access to all deliverables**
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For Subscription Information

For additional product and subscription information, please visit www.manhattanresearch.com/tttnurses, email 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® 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 among more than 100 consumer therapeutic segments and 25 physician specialist segments. For information, please contact sales@manhattanresearch.com, call 1.888.680.0800, or visit www.manhattanresearch.com.