

## Manhattan Research Reveals Top Pharmaceutical Websites Visited by Physicians Study Trends Online Professional Activities and Reveals Specialty-specific Marketing Opportunities

NEW YORK, NY - July 25, 2007 - Manhattan Research, a healthcare market research services firm, today announced the leading pharmaceutical product website destinations for physicians from its new physician research study, "*ePharma Physician® v7.0: The Future of Professional eMarketing.*"

### Top 10 Pharma Product Websites Among Physicians in 2007 Ranked by Number of U.S. Primary Care Physician Visitors

Position	Product
1	Januvia
2	Singulair
3	Advair
4	Chantix
5	Adderall XR
6	Byetta
7	Gardasil
8	Vytorin
9	Avandia
10	Concerta

Source: ePharma Physician® v7.0, Manhattan Research, LLC

Webcasts are scheduled for August 8, 2007 at 11am and 3pm EDT to review these and other key insights from the study (registration details below). *ePharma Physician® v7.0* is one of Manhattan Research's multi-client syndicated studies primarily focused on physicians' usage and opinions of online pharmaceutical information resources.

"The latest research reveals physician site traffic is spread among product sites of new and early launch stage treatments, those with clinical news coverage, and consistent with years past, products with a significant consumer advertising component," states Mark Bard, president of Manhattan Research. He continues, "We have seen these product sites evolve into brand gateways with visitation from physicians, healthcare professionals, and consumers and with the majority of the top 10 product sites changing from year to year, there is clearly a need among physicians for the most up-to-date product information."

For the sixth consecutive year, Manhattan Research has determined the leading online physician destinations based on the number of physician visitors as well as the content satisfaction of those who visit. In-depth analysis of top product and corporate pharmaceutical websites, health portals, online journal sites, specialty-specific sites, newsletters and society sites is now available as part of the *ePharma Physician® v7.0* advisory service.

*ePharma Physician® v7.0* reveals the relevant market share and physician satisfaction for 300+ leading pharmaceutical product websites. A complete list of available product sites is available at [www.manhattanresearch.com/ePP.aspx](http://www.manhattanresearch.com/ePP.aspx)

*ePharma Physician® v7.0* also includes the following specialist segments in the research: Allergy and Immunology, Cardiology (Cardiovascular Surgery and Interventional Cardiology), Dermatology, Emergency Medicine, Endocrinology, Family Medicine/General Practice, Gastroenterology, Infectious Disease or HIV physician, Internal Medicine, Nephrology, Neurology, OB/GYN, Oncology-Hematology & Hematology, Ophthalmology, Pediatrics, Psychiatry, Pulmonology, Radiology, Rheumatology, Surgery (General and Orthopedic), and Urology.

### KEY RESEARCH TOPICS COVERED

The *ePharma Physician® v7.0* research reveals insight into the following:

- Electronic Detailing and Technology-Assisted Detailing
- Top Online Resources and CME
- Web 2.0 Technologies
- Technology at the Point of Care
- Pharmaceutical Customer Service Portals
- Top Product and Corporate Websites

WEBCASTS, AUGUST 8TH AT 11AM AND 3PM EDT

To register for the *ePharma Physician® v7.0: The Future of Professional eMarketing* webcast:

- Visit [www.manhattanresearch.com/ePP.aspx](http://www.manhattanresearch.com/ePP.aspx), and select a session time
- Email [sales@manhattanresearch.com](mailto:sales@manhattanresearch.com)
- Call +1.888.680.0800, ext 2

#### MANHATTAN RESEARCH

In addition to *ePharma Physician®*, Manhattan Research conducts numerous research studies among physicians and consumers in the United States and in Europe. Each study serves a unique purpose and focuses on different aspects of information technology adoption. Broad research is complemented by targeted analysis among more than 50 consumer therapeutic segments and 25 physician specialist segments.

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