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As Director of Research and Client Services with Manhattan Research, Ms. Fishman specializes in consumer and physician e-health trends and strategy, while also overseeing client services and deliverables. She works in syndicated and custom research ideation, data analysis and presentation, and the authoring of market trends reports, modules and weekly strategic insights.

Ms. Fishman areas of expertise include point of care technology adoption, continuing medical education, the changing dynamic of the physician-patient relationship, multicultural marketing, and consumer health literacy.

Ms. Fishman was a Research Assistant for the Boston University Healing Landscape Project at the Boston University Medical Center where she worked with health care professionals to determine the need for translation over straight interpretation in the multicultural health care setting.

Prior to her work in Boston, Ms. Fishman worked as a Medical Literature Analyst catering to large scale law firms.

Erika S. Fishman received an MPH in Health Law and Bioethics from Boston University School of Public Health, and a BS in Biological Sciences from Binghamton University.

Manhattan Research is a market research and advisory firm for pharmaceutical and healthcare companies. The company recently joined the Decision Resources, Inc. family, a world leader in healthcare market research publications, advisory services, and consulting. For more information, visit www.manhattanresearch.com.