

TAKING THE PULSE® MEDICAL DEVICE & DIAGNOSTIC

PHYSICIANS AND EMERGING INFORMATION TECHNOLOGIES

In order to reach today's physicians, device and diagnostic marketers need to understand how physicians research medical information and which sources have the greatest impact on their treatment decisions.

Manhattan Research answers these strategic questions related to technology adoption among practicing U.S. physicians of interest to the device and diagnostic industry with the introduction of **Taking the Pulse® Medical Device & Diagnostic: Physicians and Emerging Information Technologies.**

This syndicated data service provides device and diagnostic marketers with key data about physician portals, device and diagnostic corporate and product sites, physician search engine usage, electronic detailing, electronic medical records (EMR), mobile devices, and the actions physicians take after seeking various kinds of medical information online.

RESEARCH METHODOLOGY

Data & Analysis Aggregated from Two Physician Studies

- a telephone study with sample size of n=1262 practicing physicians
- an online study with sample size of n=1324 practicing physicians

Focus on Medical Device & Diagnostic Company Interaction

- Surgeons (and Orthopedic Surgeons)
- Cardiologists (including Interventional Cardiologists)
- Endocrinologists
- Primary Care (PCPs)
- many other MD&D specialists segments...

Study Screener:

- research about "communication channels" utilized in the practice

In-depth Interviews

- average interview = 25 minutes

Studies Fielded Q1 - Q3 2006

Data Available November 2006

Taking the Pulse®
Medical Device & Diagnostic:
Physicians and Emerging
Information Technologies



DELIVERABLES

Reference Slide Deck - detailing key findings from the study

Client may select two segments for detailed analysis (e.g., Cardiologists & Endocrinologists)

Executive Management Report - summary detailing key findings

Strategic Briefing or Webinar - private data presentation of the study

Analyst Inquiry Privileges - access to our experienced analyst team (five hours)

Client Portal - access to all reports and data online

RESEARCH TOPICS COVERED

Channel Mix, Tech Adoption & Forecasting

- technology infrastructure in the practice (PC, EMR, eRx)
- Internet adoption & other information sources used
- hours online per week & activities conducted online
- broadband/high speed communication
- search engine utilization and search patterns
- professional activities online (and frequency)
- use of electronic mail and future interest by content provider

Medical Device & Diagnostic Company Interaction

- corporate and product websites
- customer service expectations
- electronic detailing and electronic promotion

Point of Care (POC) technologies

- adoption and use of medical applications
- handheld usage

ABOUT MANHATTAN RESEARCH

Manhattan Research, LLC is a marketing information and services firm that helps healthcare and life sciences organizations adapt, prosper and explore opportunities in the networked economy. We focus on the intersection of technology and healthcare business trends and seek to understand the forces that will impact the competitive landscape for our clients.

Manhattan Research has earned a reputation for perceptive and insightful analysis of emerging technology trends and the resulting business impact. We differentiate ourselves from other advisory and research firms by relying on robust trended data, seasoned analysts and a networked advisory board to offer a balanced, holistic and unique view of the competitive landscape.

Manhattan Research produces four syndicated research studies annually focusing on physician adoption and use of various information technologies for health and disease management.

Taking the Pulse[®] focuses on broad trends with regards to information technology adoption among practicing U.S. physicians, while **Taking the Pulse**[®] **Europe** focuses on European physicians. **ePharma Physician**[®] targets the practicing physician audience regularly using the Internet to seek pharmaceutical related information and services. **Taking the Pulse**[®] **Medical Device & Diagnostic** answers strategic questions related to technology adoption among practicing U.S. physicians of interest to the device and diagnostic industry.

In addition to the four physician studies, we also offer data, insight and analysis regarding information technology use and adoption for more than 30 unique physician specialty segments. Likewise, our consumer studies **Cybercitizen**[®] **Health** and **ePharma Consumer**[®] focus on eHealth trends affecting the U.S. consumer population.

Contact us today and develop your healthcare strategy through data.