

## Manhattan Research Announces New Director of Research and Client Services

NEW YORK, NY - January 28, 2008 - Manhattan Research, a healthcare market research and services firm, announced today the promotion of Erika S. Fishman to Director of Research and Client Services. Ms. Fishman has been with the research firm for four years where she began as a Research Analyst.

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



Ms. Erika S. Fishman, MPH

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.

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

Manhattan Research conducts annual 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 consumer and physician research is complemented by targeted analysis among more than 50 consumer therapeutic segments and 25 physician specialist segments. Visit [www.manhattanresearch.com](http://www.manhattanresearch.com) or call 1.888.680.0800 for research and subscription information.

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