

# FACT SHEET

## OVERVIEW

Manhattan Research is a leading global pharmaceutical and healthcare market research and advisory firm.

By combining key data from our physician and consumer surveys with analyst expertise, we partner with companies to lead them to better informed healthcare marketing and sales strategies.

## MISSION

The mission of Manhattan Research is to serve as a strategic positioning system for our clients and to help them combine industry expertise, data and insight to satisfy their informational needs and optimize their business strategies.

## PRODUCTS

Manhattan Research produces seven syndicated research studies and marketing data sets annually focusing on consumer and physician trends impacting the eHealth market: Cybercitizen Health®, Cybercitizen Health® Europe, ePharma Consumer®, Taking the Pulse®, Taking the Pulse® Nurses, Taking the Pulse® Europe, Taking the Pulse® Asia and ePharma Physician®.

To accompany these studies, we research and produce 100+ therapeutic and specialist segmentation modules and Physician and Consumer Research Modules. We also highlight key findings for our full-access clients in our Strategic Insight series, and we develop data cuts and specialized analyses for all clients upon request.

## CLIENTS

Clients of Manhattan Research include global pharmaceutical companies, non-profit health companies, health plans, search engine services, medical device companies, and agencies.

## AFFILIATIONS

Manhattan Research is affiliated with the Council Of American Survey Research Organizations (CASRO), the Healthcare Marketing & Communications Council (HMC Council), and Pharmaceutical Marketing Research Group (PMRG) among other organizations in the healthcare and life sciences industries.