

# CYBERCITIZEN HEALTH® EUROPE

TARGETING TODAY'S ONLINE HEALTH CONSUMER,  
UNDERSTANDING TOMORROW'S EXTENDED IMPACT

UNITED KINGDOM • FRANCE • GERMANY • SPAIN • ITALY

**Cybercitizen Health® Europe** is a syndicated multi-client study and advisory service focused on key research topics and trends impacting the European consumer health marketplace. The study objectives are to identify and analyse the behaviour, attitudes and demographics of the consumer population who use technology and the Internet for health purposes, as well as further segmenting the population by therapeutic area, technology utilisation, and motivation.

## RESEARCH TOPICS COVERED

### Media Profile

- Overall media consumption - television, radio, Internet, books, magazines, newspapers
- Frequency of Internet Access
- Type(s) of Internet connection and location(s) of access
- Online media profile - search engines, websites visited, advanced activities
- Technology adoption - including MP3/iPod, PDA, SMS Messaging, smartphones
- Advanced activities online - online video, blogs, podcasting, wikis

### Health Information Sources

- Use and relative influence of physicians, nurses, pharmacists, friends and family
- Top health and pharma websites visited
- Use of pharmaceutical corporate and product websites
- Search engine reliance and behavior
- Health topics researched online
- Use and interest in health email newsletters, support groups, chat rooms, and disease management tools
- Interest in Web 2.0 technologies for health and pharmaceutical information

### Therapeutic Profile and Relationship with Physician

- Requesting prescription medication from physician
- Discussing information found online with physician
- Caregivers and family health managers
- Diagnosed conditions, prescription medication profile

## RESEARCH METHODOLOGY & SCOPE

- Online panel study with 3,007 European consumers
- Quotas of at least 600 consumers per five EU countries - United Kingdom, Germany, Spain, Italy, France
- Estimated survey length of 25 minutes (average complete time)
- 125 questions yielding 1000 variables
- Fielded in Q3 2009



## DELIVERABLES FOR CYBERCITIZEN HEALTH® EUROPE

- **Reference Slide Deck:** a comprehensive PowerPoint slide deck serving as a graphical representation of the entire data set. The primary segments will be included. Custom slides or slide decks can also be created using the analyst inquiry service hours outlined below.
- **Executive Management Summary:** a PowerPoint slide deck with key slides extracted from the initial analysis of the data set. This comprehensive deck will serve as the foundation for the onsite presentation and will detail the implications from the study.
- **Market Trends:** a written summary focused on the top market trends and highlights from the latest research. This analysis will include comparisons to previous data sets, as well as forecasts within specific technologies.
- **Strategic Briefing:** a web-based presentation of the data and key findings
- **Client Webinar Access:** a review of the findings, archived as a .wmv file
- **Strategic Insights:** Articles written by Manhattan Research analysts on a variety of topics from the syndicated research studies
- **Analyst Inquiry Service:** direct contact with our analyst team by phone and e-mail
- **Methodology and Data Tables:** a complete description of the methodology including a topical outline and data tables representing all the data elements in all the data sets.
- **Proprietary Client Portal:** password access to our proprietary research online for up to twenty (20) users. The client portal includes archived deliverables.
- **Access to the Data:** The data sets are provided in SPSS and Excel formats.

## AVAILABLE THERAPEUTIC SEGMENTATIONS

Acid Reflux, Chronic Heartburn/Acne, Allergies, Anaemia, Anxiety/Social Phobia, Arthritis, Asthma, Cancer, Chronic Bronchitis, Chronic Pain, Depression, Diabetes, Ear Infections, Eczema, Eye Infections, Fibromyalgia, Heart Disease, High Cholesterol, Hypertension/High Blood Pressure, Inflammatory Bowel Disease, Influenza/Flu, Insomnia/Sleep Disorder, Irritable Bowel Syndrome, Migraine, Osteoporosis, Overactive Bladder/Urinary Incontinence, Psoriasis, Restless Leg Syndrome, Trying to Quit Smoking, Current Smoker, Taking HRT

## 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.

In addition to **Cybercitizen Health® Europe**, Manhattan Research produces two other syndicated research studies annually focusing on consumer adoption and use of various information technologies for health and disease management.

**Cybercitizen Health®** focuses on broad trends with regards to information technology adoption among the general U.S. consumer population. **ePharma Consumer®** focuses entirely on the U.S. consumer audience regularly using the Internet to seek pharmaceutical related information and services.

To complement the three consumer studies, Manhattan Research offers data, insight and analysis regarding information technology use and adoption for more than 100 unique consumer therapeutic segments.

Our syndicated healthcare professional studies, **Taking the Pulse®**, **Taking the Pulse® Nurses**, **Taking the Pulse® Europe**, **Taking the Pulse® Asia** and **ePharma Physician®**, focus on eHealth trends affecting the U.S., European and Asian physician and nurse populations.