

How Pharmaceutical Consumer Marketers Will Embrace Innovation in the Year Ahead Manhattan Research Reviews Study Findings and Three Emerging Trends in November 7th Webcasts

NEW YORK, NY — November 1, 2007 — Manhattan Research, a healthcare marketing services firm, today revealed the latest findings from Cybercitizen® Health v7.0 — a multi-year, multi-client study and advisory service focused on understanding consumers' use of information and technology for healthcare. Included in the findings are three trends pharmaceutical marketers need to consider for 2008.

"With DTC marketing in a state of flux, and a mass industry resource consolidation taking place, it has become paramount for pharmaceutical marketers to use more efficient methods and channels to broadcast their message to a consumer audience" states Mark Bard, President of Manhattan Research. "Given the significant gap between consumer utilization of alternative media resources today and the economic commitment of sponsors to those channels, it is likely that alternative media will continue to outpace the growth of other channels and become a larger share of the media and marketing strategic mix in 2008."

The latest Cybercitizen® Health data, including the three emerging trends listed below, will be discussed in a complimentary webcast on November 7th at 11:00am and 3:00pm (ET). Webcast attendees will also receive the latest white paper from Manhattan Research, *Pharmaceutical Consumer Marketing Innovation Trends for 2008*.

1. Beyond Justifying the Internet as a Channel to Reach Consumers

With the latest research showing that consumers are online in increasing numbers for health (131.8 million today), most pharmaceutical companies are moving beyond the need to justify a web presence and instead face the challenge of strategically integrating the channel into an overall consumer marketing strategy.

2. True Direct-to-Consumer (DTC) Innovation Is Taken to the Web

In an environment of decreasing advertising budgets, flat ROI, and other budgetary pressures, pharma will rely on the web to broadcast its message efficiently to a critical mass of the target audience, while using increasingly complex segmentations to target content to the appropriate audience.

3. A Glimmer of Light at the End of the Web 2.0 Tunnel

Though pharma still lags behind other industries in its overall level of marketing and advertising innovation, pharmaceutical marketers are beginning to test the waters with next-generation applications such as broadband video messaging, pre-roll advertising within embedded video, social networking, user-generated content, widgets and online communities.

Manhattan Research will host two exclusive webcasts on November 7, 2007 at 11am and 3pm (ET) to review these key themes emerging from the Cybercitizen® Health study.

SPEAKERS: Mark Bard (President) and Meredith Abreu (Vice President of Research)

DATE: November 7th at 11am and 3pm (ET)

TO REGISTER: Visit www.manhattanresearch.com/CCH.aspx or email sales@manhattanresearch.com

Cybercitizen® Health

For the past eleven years, pharmaceutical and DTC marketers have come to rely on Cybercitizen® Health for strategic insight into areas such as:

- Media consumption across traditional and alternative resource channels
- Key media utilization differences across more than 50 therapeutic categories
- Online usage characteristics and utilization trends over time
- Website usage metrics (reach, frequency, and satisfaction)
- Connectivity and interaction with physicians
- Health attitudes, trust, and privacy concerns
- Health site engagement (loyalty, frequency and satisfaction)
- Actions taken offline after accessing health and pharmaceutical information
- Web 2.0 applications in health and pharmaceuticals
- Types of diseases and conditions researched online
- Interest in online health services and tools
- Prompts for visiting pharmaceutical sites
- Use and reliance on pharmaceutical corporate and product websites
- Prescription drug request drivers

The findings from the Cybercitizen® Health advisory service are based on a random digit dial, telephone-based study conducted among more than 4,300 U.S. adults from July through October 2007. In addition to the data, Manhattan Research clients receive strategic deliverable including research reports, client briefings, and access to the Manhattan Research analyst team to answer specific questions.

Manhattan Research

In addition to *Cybercitizen® Health*, Manhattan Research conducts numerous research studies and offers advisory services related to consumer and physician pharmaceutical marketing in the US and in Europe. Each study serves a unique purpose and focuses on different aspects of information technology adoption. Studies can be segmented by more than 50 consumer therapeutic areas and 25 physician specialist segments.