

# Specialist Segmentation Modules

Each Specialist Segmentation Module (SSM) is a comprehensive profile of a specific physician specialty audience and its use of information technology and digital media in the clinical practice setting. Clients can choose from a list of over 20 specialist segments and will receive a complete segmentation from the current Taking the Pulse® and ePharma Physician® data sets.

## SSM Product Deliverables

**Comprehensive PowerPoint Slide Deck:** ~220 PPT slide deck serving as a graphical representation of the key survey findings. Custom slides can also be created using analyst inquiry service hours.

**Summary Data Tables:** Set of tables analyzing the primary segments for the defined specialist segment.

Taking the Pulse® & ePharma Physician®

## Available Specialist Segmentations

Pediatrics

PCPs (Family Practice, General Practice, and Internal Medicine)

Allergy and Immunology

Anesthesiology\* †

Cardiology

Dermatology

Emergency Medicine

Endocrinology

Gastroenterology

Infectious Disease/HIV Physician

Nephrology

Neurology

OB/GYN

Ophthalmology

Oncology – Hematology

Oncology – Medical

Otolaryngology\* †

Plastic Surgery\* †

Psychiatry

Pulmonology

Radiology\*

Rheumatology

Surgery – General

Surgery – Orthopedic\*

Urology

\* Available in Taking the Pulse® v10.0 only

\*\* Available in ePharma Physician® v9.0 only

† Directional insights only

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## Topics Include

- Physician practice technology profile, frequency of Internet use, and frequency of professional activities online
  - Online and offline information sources used, including textbooks, journals, CME, reps, search engines, sites visited, and conditions researched
  - Electronic detailing (e-detailing) participation and future interest, use and interest in full-service portals, product and corporate site visitation, rep technology usage, sales force effectiveness, value of the tech-enabled rep
  - Web 2.0 technologies, including awareness and use of streaming video, blogs, podcasting, and social networking, including use of sites such as Sermo and Medscape Physician Connect
  - Physician use and interest in customer service portals such as MerckServices or PfizerPro, as well as interest in features such as the live remote rep (video detailing)
  - Email newsletters, email with patients, colleagues, and pharmaceutical, biotech, or device companies
  - Patient interaction and education, including patients bringing information into office, sites recommended to patients, and types of patient education sources of interest
  - Digital health infrastructure, such as e-prescribing, EMR/EHR, practice management, speed of access
  - Use of mobile phone, smartphone (BlackBerry, iPhone), Internet, iPod, MP3 players, and tablet PCs, as well as mobile integration and the use of content sources such as Epocrates, 5 Minute Clinical Consult, and more
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## For Subscription Information:

For additional segmentation module product and purchasing information, please contact [sales@manhattanresearch.com](mailto:sales@manhattanresearch.com) or call 1.888.680.0800, ext 2.

**Manhattan Research**, a Decision Resources, Inc. company, is a global pharmaceutical and healthcare market research and strategic advisory firm. We conduct annual research studies covering eHealth trends among physicians and consumers, including Taking the Pulse®, Taking the Pulse® Nurses, Taking the Pulse® Europe, Taking the Pulse® Asia, Cybercitizen Health®, Cybercitizen Health® Europe, ePharma Consumer®, and ePharma Physician®. Broad consumer and physician research is complemented by targeted analysis for over 100 consumer therapeutic segments and physician specialist segments.