

Therapeutic Segmentation Modules

Each Therapeutic Segmentation Modules (TSM) is a comprehensive profile of a therapeutic market segment and its adoption of digital media and technology for health and treatment information. Clients may choose from a list of over seventy target audiences and receive a complete segmentation from the current Cybercitizen Health® and ePharma Consumer® data sets.

TSM Product Deliverables

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

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

Cybercitizen Health® & ePharma Consumer®

Available Therapeutic Segmentations

Acid Reflux/Chronic Heartburn	Cancer	Epilepsy	Migraine
Acne	-Blood Cancer*†	-Tonic-clonic (grand mal) seizures*	Multiple Sclerosis
-Non-prescription medication	-Breast Cancer**	-Complex partial seizures*	Narcolepsy*†
-Topical treatments (e.g. lotions, creams)	-Brain Cancer*†	-Simple partial seizures*†	Overweight or obese
-Vitamins/Herbal supplements*	-Chronic Myelogenous Leukemia*†	-Absence seizures*†	Oral Contraceptives (current or past use)
-Prescription medication*	-Colon (Colorectal) Cancer	-Tonic seizures*†	Oppositional Defiant Disorder*
Acute Pain	-Cervical Cancer*†	-Clonic seizures*†	Osteoporosis
ADD/ADHD	-Kidney Cancer*†	-Myoclonic seizures*†	Overactive Bladder/Urinary Incontinence
-Parent of a child with ADD/ADHD	-Leukemia*†	-Atypical absence seizures*†	Peripheral Arterial Disease (PAD)
Age-related Macular Degeneration	-Liver Cancer*†	-Atonic seizures*†	Pneumonia
Allergies	-Lung Cancer*†	-Secondarily generalized seizures*†	Psoriasis
-Nasal Allergies	-Lymphoma*†	Erectile Dysfunction	-Mild*
-Seasonal Allergies	-Ovarian Cancer*†	-Levitra, Viagra,Cialis (current and past use)	-Moderate*
-Year-round Allergies	-Prostate Cancer	Excessive daytime sleepiness*	Restless Leg Syndrome (RLS)
-Both	-Skin Cancer	Eye infections	Schizophrenia
-Parent of a child with allergies	-Chemo in the past 12 months	Fibromyalgia	Shift work sleep disorder
Treatment for allergies	Chronic Bronchitis	Generalized anxiety disorder (GAD)	Shingles
-A prescription pill	Chronic Obstructive Pulmonary Disease (COPD)	Genital Herpes	Sleep Apnea
-A prescription nasal spray	Chronic Pain	Glaucoma	Smoker**
-An over-the-counter (OTC) pill	Crohn's Disease*	Gout	-Tried to stop smoking
-An over-the-counter (OTC) nasal spray	Cystic Fibrosis	Growth Hormone Deficiency*	-Rx to quit smoking
-An over-the-counter (OTC) med for allergies in general	Deep Vein Thrombosis (DVT)*	Heart Attack*	-Rx to quit smoking in past, not currently
Alzheimer's Disease	-Taken med such as Plavix to prevent against DVT*	Heart Disease	-Currently taking Rx to quit smoking
Angina	Depression	Hepatitis B*	-OTC to stop smoking (current or past)
Anxiety disorders or Social Phobia	Diabetes	Hepatitis C	Stroke
Any type of Arthritis	-Type 1 Diabetes	High Cholesterol	Swine Flu/H1N1 Info Seeker**
-Osteoarthritis (General Arthritis)	-Type 2 Diabetes	High Triglycerides	Vaccine for preventable diseases/vaccines**
-Rheumatoid Arthritis	-Treatments for diabetes	-Single therapy*	
-Taking Rx for Enbrel *†	-Insulin	-Multiple therapy*	
-Taking Rx for Humira*†	-Insulin Pump*†	HIV/AIDS	
Arrhythmia	-Byetta*†	Hormone Replacement Therapy (HRT)*	
Asthma	-Oral anti-diabetic	HPV**	
-Asthma by severity*	-Single therapy*	Hypertension/High Blood Pressure	
-Take Advair	-Multiple therapy*	-Single therapy	
Atrial Fibrillation*	-Parent of child with T1 Diabetes *†	-Multiple therapy	
Bipolar Disorder	Ear infections	Inflammatory Bowel Disease (IBD)	
Cardiac events and other cardiac interventions (including angina attacks)	Eczema	Influenza/Flu	
	Emphysema	Insomnia/Sleep Disorder	
	Enlarged Prostate (BPH)	-OTC sleep medication	
		Irritable Bowel Syndrome	
		Knee Replacement**	
		Menopause	

* Available in ePharma Consumer® v9.0 only

** Available in Cybercitizen Health® v9.0 only
† Directional insights only

Some segments may have lower sample size

Therapeutic Segmentation Modules

Topics Include

- Media consumption across traditional and alternative resource channels
 - Internet adoption, broadband connection, hours online per week, and more
 - Use of offline sources, pharmacists, doctors, nurses, friends and family, and the Internet for health information
 - 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)
 - Use of pharmaceutical, biotech and device product sites; use of unbranded sites
 - Actions taken offline after accessing health and pharmaceutical information
 - Health and pharma Web 2.0 apps, including blogs, podcasting, online video, social networks, and message boards
 - Types of diseases and conditions researched online
 - Interest in online health services and tools such as email newsletters, online support groups, online communities
 - DTC advertising recall and response
 - Drivers to request a prescription drug
 - Health insurance coverage, cost concerns, use of online prescription drug orders (online pharmacy)
-

Possible Segments Include:

- **Patients:** Adult age 18+ who has been diagnosed with condition.
 - **Taking Rx:** Adult age 18+ who is taking an Rx to treat a condition.
 - **Caregiver:** Adult age 18+ who said they are a caregiver to someone who has a given condition.
 - **In Household:** Adult age 18+ who reports that someone in their household has the named condition. In household and caregivers are NOT mutually exclusive.
 - **Info Seekers:** Adult age 18+ who has researched the named condition online in the past 12 months.
-

For Subscription Information:

For additional segmentation module product and purchasing information, please contact 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.