

TAKING THE PULSE® ASIA

ASIAN PHYSICIANS AND EMERGING INFORMATION TECHNOLOGIES
JAPAN ■ CHINA ■ SOUTH KOREA ■ TAIWAN ■ AUSTRALIA

Taking the Pulse® Asia: Asian Physicians and Emerging Information Technologies, is a syndicated multi-client study and advisory service focusing on technology adoption and integration trends in physician practices across Asia. The study aims to provide healthcare and pharmaceutical marketers with the key behavioral, attitudinal and demographic data needed to reach and influence the Asian physician market through the Internet and other technology.

Taking the Pulse® Asia explores topics such as the Internet, email communication, PDAs/smartphones, practice websites, electronic medical records (EMR), personal health records (PHR), electronic prescribing, web-based sampling (e-sampling), electronic detailing, online medical education (eCME), and more based on charter sponsor input.

As the only annual research study of its kind, **Taking the Pulse® Asia** provides the healthcare and pharmaceutical industry with the opportunity to understand the unique characteristics of Asian physicians and learn how to better market to them.

www.manhattanresearch.com/products/physician/asia.aspx

RESEARCH TOPICS COVERED

- Internet use and experience online
- Patients seen per week
- Prescriptions written per week
- Practice management in the office
- Use of Electronic Medical Records (EMR)
- Internet access at the office, type of connection
- Frequency of Internet access
- Hours online per week (% for professional purposes)
- Activities conducted online
- Future interest in web-based communication systems
- Physician websites used
- Search engines used for health information searches
- Visits to pharma owned websites
- Interest in web-based sample system for Rx products
- Current and future participation in electronic detailing (e-detailing)

AVAILABLE COUNTRY SEGMENTATIONS

Taking the Pulse® Asia v9.0 study looked at physicians in the Japan, China, South Korea, Taiwan, and Australia. The next iteration, version 10.0, could contain all of the v9.0 countries, as well as India. We will be contacting clients of v9.0 and v10.0 in Q4, 2009 to gain insight into orders of priority.

TAKING THE PULSE® ASIA DELIVERABLES

- **Reference Deck** - Detailing key findings and focusing on physician awareness, adoption, usage, frequency and future interest in eHealth (PowerPoint format)
- **Executive Summary Deck** - Focusing on key findings, future trends, potential markets and changes in the online healthcare and pharmaceutical industry
- **Market Trends** - Written summary of top market trends and highlights from the latest research
- **Strategic Briefing** - A presentation of the *Taking the Pulse® Asia* data set
- **Client Webinar Access** - A review of the findings, archived as a .wmv file
- **Methodology & Data Tables** - Analyzing the primary segments against all of the data elements in *Taking the Pulse® Asia* (Adobe Acrobat PDF format)
- **Analyst Inquiry Privileges** - Access to Manhattan Research's experienced health team for one year. The number of analyst hours varies based upon the package purchased
- **Client Website Access** - Access to all written reports and data, including SPSS format
- **One country or specialty segmentation**

STRATEGIC USES OF TAKING THE PULSE® ASIA

- Measure online and offline media usage and interest of Asian physicians
- Assess your current and future physician marketing mix in Asia
- Evaluate the potential ROI of new products and services
- Identify, acquire and retain your most valuable Asian physicians
- Segment physicians across health channels and market sectors
- Determine actions taken by Asian physicians before and after Internet use
- Identify barriers to seeking online and offline health information, products and services
- Leverage physician attitudes and behaviors surrounding privacy, security and trust to your brand's benefit

MANHATTAN RESEARCH ADVISORY SERVICES

Manhattan Research is a leading market research and advisory firm for the pharmaceutical and healthcare industry. Our consumer and physician studies provide clients with the key data and insight needed to better plan and market their products.

In addition to **Taking the Pulse® Asia**, we produces four other syndicated physician market research studies each year. **Taking the Pulse® Europe** focuses on broad trends with regards to information technology adoption among practicing European physicians, while **Taking the Pulse®** focuses on U.S. physicians. **ePharma Physician®** targets the practicing physician audience regularly using the Internet to seek pharmaceutical related information and services. **Taking the Pulse® Nurses** looks at technology trends among the U.S. nursing population.

Our three consumer studies **Cybercitizen Health®**, **Cybercitizen Health® Europe** and **ePharma Consumer®** focus on eHealth trends affecting consumer populations in the U.S. and in Europe.

Broad consumer and physician research is complemented by targeted analysis of about 100 consumer therapeutic segments and 25 physician specialist segments.

For more information, visit www.manhattanresearch.com or contact sales@manhattanresearch.com.