

TAKING THE PULSE® EUROPE

EUROPEAN PHYSICIANS AND EMERGING INFORMATION TECHNOLOGIES
UNITED KINGDOM ■ GERMANY ■ FRANCE ■ SPAIN ■ ITALY

Taking the Pulse® Europe: European Physicians and Emerging Information Technologies, is a syndicated multi-client study and advisory service covering physicians in the UK, Germany, France, Spain and Italy. The primary focus of the study is technology adoption and integration in physician practices across Europe. The objectives are to identify and analyze the behavior, attitudes and demographics of the physician population which is using technology and the Internet for professional purposes.

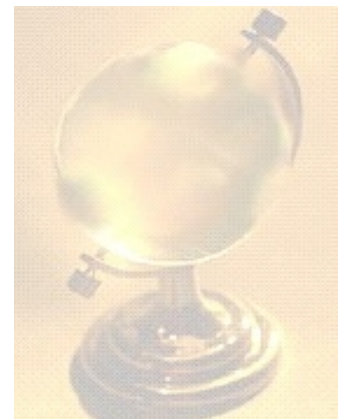
Taking the Pulse® Europe explores topics such as physician adoption, use and behavior as related to the Internet, email communication, smartphone ownership/mobile activities, online journals, virtual conferences, social networking, health and medical website visitation, search engines, online video, patient education, pharma website visitation, videoconferencing with reps, and electronic detailing, and much more.

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

www.manhattanresearch.com/euphysicians.aspx

TAKING THE PULSE® EUROPE TOPICAL SUMMARY

- Internet use and experience online
- Patients seen per week
- Prescriptions written per week
- 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 (edetailing)



PHYSICIAN SPECIALTIES COVERED

Allergists
Endocrinologists
Infectious Disease
Oncologists
Psychiatrists
Surgeons (general)

Cardiologists
Family Medicine/General Practice
Neurologists
Ophthalmologists
Radiologists
Urologists

Dermatologists
Gastroenterologists
Neurologists
Pediatricians
Rheumatologists

TAKING THE PULSE® EUROPE DELIVERABLES

- **Comprehensive slide deck** - Detailing key findings and focusing on consumer awareness, adoption, usage, frequency and future interest in eHealth, PowerPoint format
- **Executive management summary** - Focusing on key findings, future trends, potential markets and changes in the online healthcare and pharmaceutical industry
- **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 or webinar** - A presentation of the *Taking the Pulse® Europe* data set
- **Strategic Insights:** Articles written by Manhattan Research analysts on a variety of topics from the syndicated research studies
- **Summary data tables** - Analyzing the primary segments against all of the data elements in *Taking the Pulse® Europe*, 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 Web access** - Access to all written reports and data, including ASCII and SPSS formats

STRATEGIC USES OF TAKING THE PULSE® EUROPE

- Measure online and offline media usage and interest of European physicians
- Assess your current and future physician marketing mix in Europe
- Evaluate the potential ROI of new products and services
- Identify, acquire and retain your most valuable European physicians
- Understand the role and influence of DTC on European physician decisions
- Segment physicians across health channels and market sectors
- Determine actions taken by European physicians before and after Internet use
- Compare multi-channel health service usage among physician segments
- 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 produces annual syndicated research studies focused on physician adoption and use of various information technologies for health and disease management.

Taking the Pulse®, **Taking the Pulse® Europe** and **Taking the Pulse® Asia** focus on broad trends with regard to information technology adoption among the U.S., European and Asian physician populations. **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.

In addition to the broad physician research, we also offer data, insight and analysis regarding information technology use and adoption for more than 25 unique physician specialty segments.

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.