

DTC Advertising Driving Consumers Online for Disease Information
Manhattan Research Reveals Impact of Ads on Information Seeking Behavior

NEW YORK, NY - April 9, 2007 - In the not-too-distant past, prime time television was filled with pharmaceutical advertisements urging prospective patients to call a toll-free number for more information. Thanks to the Internet and other emerging technologies, today's pharmaceutical marketers have an arsenal of new strategies at their disposal, making this call to action seems as antiquated as VCRs and dial-up modems.

One of the most popular trends in pharmaceutical marketing over the past few years is the shift toward unbranded advertisements focused on building awareness for a certain condition, and, in many cases, encouraging consumers to visit a website for more information about that condition.

Many in the pharmaceutical industry have questioned the viability of this approach and whether it is actually effective in driving consumers to research a condition. A recent study from Manhattan Research demonstrates the impact of these advertisements on the health information seeking behavior of consumers exposed to these advertisements. The rankings are based on the comprehensive online consumer research study with 4,965 U.S. adults titled *ePharma Consumer® v6.0: The Future of Integrated DTC Marketing*.

Top Conditions Researched Online Because of TV Ads

- 1 Restless Leg Syndrome (RLS)
- 2 Smoking/Trying to Quit Smoking
- 3 Erectile Dysfunction
- 4 Acne
- 5 Human Papillomavirus (HPV)

Source: *ePharma Consumer® v6.0*, Manhattan Research, LLC

"Unbranded advertisements are building awareness for certain conditions, and encouraging consumers to take action and research these conditions online," says Mark Bard, President of Manhattan Research. "In some cases, more than one-third of consumers researching a certain condition online report that research is the direct result of a television advertisement they saw. It is clear that unbranded ads are having an impact."

In addition to the conditions researched online as a result of advertising, the study provides data on over 100 leading pharmaceutical product sites, visitors to unbranded sites, consumer site satisfaction, use of search engines for health information, top tools and features for pharmaceutical product websites, and the actions taken by online pharmaceutical information seekers.

Manhattan Research will be discussing data from the *ePharma Consumer® v6.0* at DTC National 2007, taking place in Washington, D.C., April 10-12, 2007. Mark Bard, President of Manhattan Research, will be leading the panel discussion "DTC 2012: 2012: Five Critical Shifts You Must Make to Keep Pace" on April 12th at 8:45 am. For more information about the conference, please visit <http://www.dtcnational.com>.

To learn more about these findings and the *ePharma Consumer®* research, please visit <http://www.manhattanresearch.com/epc.htm>.

Manhattan Research Products and Services

In addition to *ePharma Consumer®*, Manhattan Research conducts annual research studies among physicians and consumers, including *Taking the Pulse® Europe*, *Cybercitizen® Health*, *ePharma Consumer®*, *Taking the Pulse®* and *ePharma Physician®*. Each study serves a unique purpose and focuses on different aspects of information technology adoption. Broad consumer and physician research is complemented by targeted analysis among more than 50 consumer therapeutic segments and more than 25 physician specialist segments.