

# ePHARMA CONSUMER®

THE FUTURE OF DTC MARKETING

ePharma Consumer® is a syndicated multi-client study and advisory service focused on consumers who look online for pharmaceutical information. With the wealth of pharmaceutical products and indications currently on the market, a growing number of consumers are heading to Rx product.com and unbranded pharmaceutical sites as decision support resources for themselves and their families. Along with this increased demand for pharmaceutical information online comes a need for advanced site features which companies must be aware of to stay ahead of the digital media curve.

Our approach to ePharma Consumer® manifests from our philosophy that web logs and consumer monitoring panels cannot provide a full and representative picture of who is visiting sites, why visitors come to a site, or the actions taken after visiting. ePharma Consumer® uses an online survey and recall methodology to offer the best means for understanding, benchmarking, and measuring website effectiveness.

## Key Questions Answered in ePharma Consumer®:

- Why are consumers going to your product website?
- Which website in your therapeutic category is driving the most prescription requests?
- Which resources are consumers using when deciding to request or fill a prescription?

Fielded annually in Q4, ePharma Consumer® explores topics such as online pharmaceutical information resources, DTC advertising, motivation, utilization and trust of online Rx information, pharmaceutical company and Rx product websites, use of pharmaceutical information online, search engine use, use of blogs, podcasts, wikis, social networking, and more.

Clients of the ePharma Consumer® study include sixteen of the top global pharma companies and their agencies, all of whom rely on this advisory service year after year for budget planning, product site development, market sizing, and ROI measurement for online initiatives. The study includes trended data sets since 2000, coupled with insight from one of the world's leading authorities on healthcare and information technology adoption.

The following topics are covered in this study:

- Top sites visited for pharmaceutical information
- About 300 Rx product websites tracked [see page 3](#)
- Who are the visitors to each product site?
- Why do visitors go to a given product site? (e.g., caregiver, on medication, received a new script, etc.)
- What actions did visitors take after visiting an Rx website? (request Rx, start new Rx, continue Rx, etc.)
- Most popular health blogs
- Over 50 unbranded sites tracked (use and satisfaction)
- Pharmaceutical corporate site visitation and satisfaction
- DTC recall and online actions taken after DTC exposure

## ePHARMA CONSUMER® 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 based on salient data and trends
- **Strategic briefing or webinar** - A presentation of the *ePharma Consumer*® data set
- **Research modules** - In-depth reports on a variety of healthcare and technology topics, rich with graphs and data
- **Strategic insights** - Articles written by Manhattan Research analysts on a variety of topics from the syndicated research studies
- **Client webcast access** - A review of the findings, archived as a .wmv file
- **Summary data tables** - Analyzing the primary segments against all of the data elements in *ePharma Consumer*®, Adobe Acrobat PDF format
- **Analyst inquiry privileges** - Access with Manhattan Research's experienced health team for one year. The number of hours varies based upon the package purchased.
- **Client Portal Access** - Access to all written reports and data, including ASCII and SPSS formats

## STRATEGIC USES OF ePHARMA CONSUMER®

- Assess the future of DTC eMarketing
- Examine consumers using pharmaceutical information online
- Determine current and future online actions taken by consumers
- Identify top conditions being searched online
- Reveal top health and pharmaceutical websites consumers are visiting
- Uncover consumer expectations of health and pharmaceutical websites
- Identify product websites consumers use and prompts that influence them to visit these sites
- Discover attributes most important to consumers when visiting a pharmaceutical or health website

## RESEARCH METHODOLOGY

- Online survey with 6,566 consumers recruited randomly throughout the Internet
- Focused on the use of pharmaceutical information online, actions taken offline, relative trust in content sources and the integration of media/marketing channels from the consumer point of view
- Extensive trended user database to 1995
- The margin of error is ±1.2% at the 95% Confidence Interval

## ABOUT MANHATTAN RESEARCH

Manhattan Research, LLC is a marketing information and services firm that helps healthcare and life sciences organizations adapt, prosper and explore opportunities in the networked economy. We focus on the intersection of technology and healthcare business trends and seek to understand the forces that will impact the competitive landscape for our clients.

Manhattan Research has earned a reputation for perceptive and insightful analysis of emerging technology trends and the resulting business impact. We differentiate ourselves from other advisory and research firms by relying on robust trended data, seasoned analysts and a networked advisory board to offer a balanced, holistic and unique view of the competitive landscape.

Founded in 2002, Manhattan Research, LLC was the former healthcare research division of Cyber Dialogue. The division directors recognized the strong market demand for research focusing on emerging healthcare technology trends and created Manhattan Research, LLC.

Manhattan Research produces three syndicated research studies annually focusing on consumer adoption and use of various information technologies to learn about health and disease information.

**ePharma Consumer**® focuses entirely on the U.S. adult consumer audience regularly using the Internet to seek pharmaceutical related information and services. **Cybercitizen Health™** and **Cybercitizen Health™ Europe** focus on broad trends with regards to information technology adoption, among U.S. and European adults respectively.

To complement the consumer data we offer data, insight, and analysis of information technology use and adoption for more than 100 unique consumer therapeutic segments.

In addition to the three consumer studies, we offer three syndicated physician studies **Taking the Pulse**®, **Taking the**

**- 300 BRANDED SITES EXAMINED WITHIN ePHARMA CONSUMER®**

- Aldara
- Alimta
- Allegra
- Altabax
- Altace
- Ambien/Ambien CR
- Amevive
- Amitiza
- Androderm
- Androgel
- Angeliq
- Apidra
- Aranesp
- Arava
- Aricept
- Arimidex
- Asacol
- Ascensia
- Asmanex
- Astelin
- Atacand
- Avandia
- Avapro/Avalide
- Avastin
- Avelox
- Avinza
- Avodart
- Avonex
- Axert
- Azor
- Basen
- Benicar
- Benzaclin
- Betaseron
- Boniva
- Botox Cosmetic
- Brovana
- Byetta
- Bystolic
- Caduet
- Campath
- Carac
- Carbatrol
- Casodex
- Celebrex
- Celexa
- Cellcept
- Cerezyme
- Chantix
- Cialis
- Cimzia
- Clarinex
- Colazal
- Combivir
- Concerta
- Copaxone
- Coreg CR
- Cosopt
- Cozaar/Hyzaar
- Crestor
- Cubicin
- Cymbalta
- Cypher Stent
- Daptacel
- Daytrana
- Depakote ER
- Depo-Provera
- Detrol LA
- Diovan
- Ditropan XL
- Duragesic
- Effexor XR
- Elidel
- Eligard
- Elitek
- Ellence
- Eloxatin
- Emend
- Enablex
- Enbrel
- Enjuvia
- Epogen
- Epzicom
- Erbitux
- Evista
- Evoxac
- Exelon
- Exforge
- Exubera
- Famvir
- Femara
- Femcon Fe
- Ferrlecit
- Flomax
- Flonase
- Flovent HFA
- Flumist
- Follistim
- Forteo
- Fosamax
- Fuzeon
- Gardasil
- Gemzar
- Geodon
- Gleevec
- Glucobay
- Glumetza XR
- Hepsera
- Herceptin
- Humalog
- Humira
- Hyalgan
- Imitrex
- Invega
- Invirase
- Iressa
- Isentress
- Ixempra
- Januvia
- Juvederm
- Kaletra
- Kepivance
- Keppra
- Ketek
- Kineret
- Kogenate FS
- Kuvan
- Kytril
- Lamictal
- Lamisil
- Lantus
- Lescol XL
- Leukine
- Levaquin
- Levemir
- Levitra
- Lexapro
- Lexiva
- Lialda
- Lidoderm
- Lipitor
- Livial
- Loestrin 24 Fe
- Lovaza
- Lovenox
- Lucentis
- Lunesta
- Lupron Depot
- Lybrel
- Lyrica
- Mabthera
- Macugen
- Micardis
- Mirapex
- Mirena
- Namenda
- Nasacort AQ
- Nasonex
- Natrecor
- Neulasta
- Neupogen
- Neupro
- Neurontin
- Nexavar
- Nexium  
(Purplepill.com)
- Niaspan
- Norditropin
- Norvasc
- Novolog Mix 70/30
- Novoseven
- NuvaRing
- Omnaris
- Optivar
- Orenzia
- Ortho Evra
- Ortho Tri-cyclenLo
- Oxytrol
- Pataday
- Paxil CR
- Pegasys
- Penlac
- Pentasa
- Plavix
- Pravachol
- Premarin
- Prempro
- Prevacid
- Pristiq
- Procrit
- Prometrium
- Propecia
- Protonix
- Provigil
- Pulmicort
- Ranexa
- Raptiva
- Razadyne
- Rebif
- Reclast
- Relpax
- Remicade
- Requip
- Restasis
- Restylane
- Reyataz
- Rhinocort Aqua
- Rilutek
- Risperdal
- Rituxan
- Rozerem
- Sculptra
- Seasonale
- Seasonique
- Seroquel
- Singulair
- Skelaxin
- Soma250
- Spiriva
- Sprycel
- Stratterra
- Sutent
- Symbicort
- Symbyax
- Symlin
- Tamiflu
- Tarceva
- Taxotere
- Tekturna
- Teveten
- Topamax
- Toprol XL
- Toviaz
- Travatan Z
- Trelstar
- Treximet
- TriCor
- Truvada
- Tykerb
- Tysabri
- Ultram ER
- Uroxatral
- Valtrex
- Vectibix
- Veramyst
- Vesicare
- Viagra
- Vigamox
- Viread
- Visudyne
- Viviant
- Vytorin
- Vyvanse
- Welchol
- Wellbutrin XL
- Xalatan
- Xeloda
- Xenical
- Xolair
- Xopenex
- Xyzal
- Yasmin
- Yaz
- Zemplar
- Zetia
- Zithromax
- Zocor
- Zofran
- Zolinza
- Zolof
- Zometa
- Zomig
- Zostavax
- Zyprexa
- Zyrtec