

PCN ProfileSM

Specialty benchmarks for product & media adoption

At a time when pharma's traditional in-person sales model is evolving, it is more important than ever to decode the communication preferences of physicians. PCN Profile benchmarks your surveyed physicians on over 30 items, ranging from sales and marketing access to new product and technology adoption.

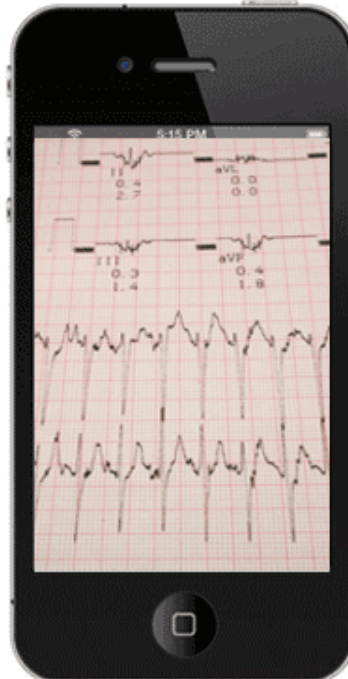
PCN Profile benchmarks

Product adoption

- Length of time before prescribing a new drug

Receptivity to sales reps & promotions

- Sees sales reps personally
- Expects time spent with sales reps to (increase/decrease/stay same)
- Practice's policy toward sales rep visits
- Prefers to interact with drug company sales reps via
 - in-person dialog
 - in-person information/sample drop-off only
 - on the phone
 - e-detailing
 - direct mail
- Accepts prescription samples
- Discusses off-label use of products with sales reps
- In the last 12 months has attended
 - Dinner meeting hosted by pharma company
 - Regional/national/international medical conference



Rx promotion

- Gives each sales rep his/her fair share of prescriptions
- Pharma company support is an indicator of product quality
- Sales reps need to understand the challenges of my practice
- Speaker events are a valuable source of information about a product
- Direct-to-consumer advertising is a useful source of information
- Usefulness of sales rep information

Ownership & use of digital technology

- Medical websites visited regularly
- Ownership of smartphones, tablets
- Use of smartphones or tablets for
 - Email
 - Calendar
 - Accessing medical apps
 - Accessing non-medical apps
 - Shopping
 - Online surveys
 - E-detailing
 - Internet
- Use of smartphone apps for work, non-work purposes

Electronic medical records

- Keeps patient records in an electronic format
- Intends to move to electronic medical records in the future

For more information, contact:

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