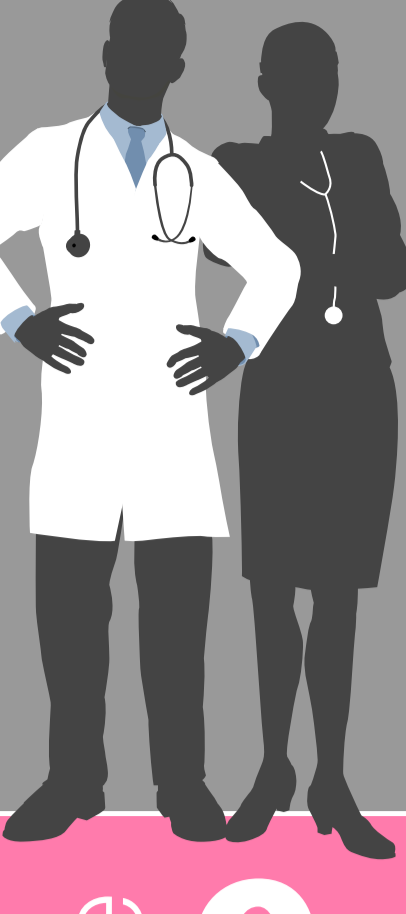


# PHARMA MARKETING TO PHYSICIANS



## What Pharma can't miss in the marketing plans for 2012

The vast majority of physicians today are digitally active, accessing multiple devices and networks as part of their day-to-day activities. Physicians are increasingly interested in video and social media for personal and professional usage. Mobility is a key part of this evolving landscape.

Manhattan Research, in fact, estimates that smartphone growth among physicians will become commonplace, with 81% owning one in 2012.

**Mobile 81%**  
of physicians are expected to own a smartphone by 2012. (Manhattan Research)

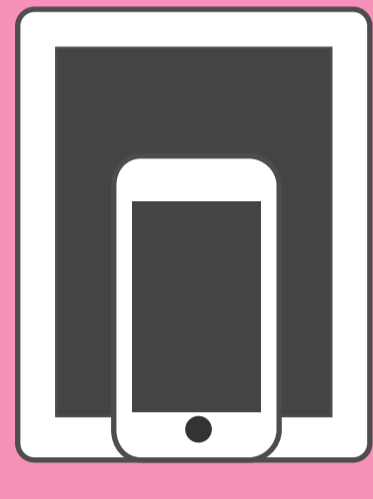
**Video 79%**  
of physicians have watched video clips online. (Manhattan Research)

**Social media 72%**  
of physicians engage in social media, either for personal purposes, professional or both. (UBM Medica-HCPs and social media)

**1 Mobile 81%**

81% of physicians are expected to own a smartphone by 2012 (Manhattan Research)

## Types of smartphone devices physicians own or use



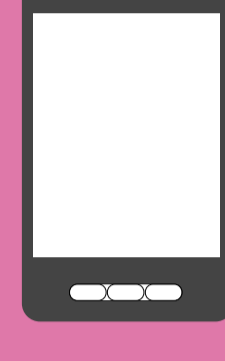
iPhone/iOS

**52%**



Blackberry/RIM

**25%**



Android

**18%**

Source: Manhattan Research

## Mobile activities conducted by physicians



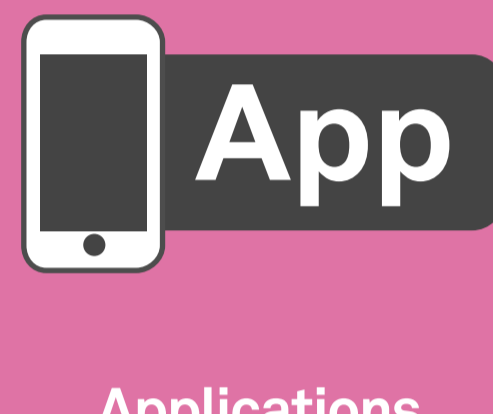
Searching the Web

**73%**



Visiting websites

**59%**



Applications

**55%**

Source: Manhattan Research

**iPad usage**

**40%**

of physicians plan to purchase an iPad in the next 6 months

(Manhattan Research - Taking the Pulse v11)

**30%** of physicians own an iPad

(Manhattan Research - Taking the Pulse v11)

**35%**

of physicians agree that all sales reps should use tablets like the iPad for product presentations during calls

(Manhattan Research - ePharma Physician v11)

**2 Video 79%**

79% of physicians have watched video clips online (Manhattan Research)

## Sites that physicians access to watch video for medical purposes

**WebMD**  
Professional Network

**82%**

**Pharma company websites**

**50%**

**YouTube**

**50%**

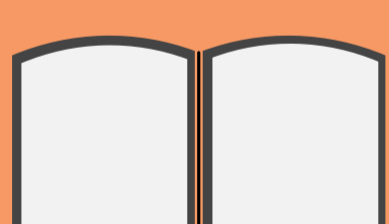
Source: Manhattan Research - Taking the Pulse v10.0

## Types of videos that physicians watch for medical or clinical purposes



CME

**81%**



Lectures

**75%**



Drug info

**57%**

Source: Manhattan Research - Taking the Pulse v10.0

**3 Social Media 72%**

72% of physicians engage in social media, either for personal purposes, professional needs or both (UBM Medica-HCPs and social media)

## Top social media/professional community sites used by physicians

**facebook**

**86%**

**Medscape**

**52%**

**sermo**

**44%**

Base: respondents who indicated they engage in social media and belong to at least one medical professional community  
Source: UBM Medica-HCPs and social media

## Most popular activities among physicians who engage in social media

Following what colleagues are sharing and discussing

**60%**

CME

**59%**

**Social platforms' usage by age**

**facebook**

20 - 30 years old

**twitter**

31 - 40 years old

**LinkedIn**

51 - 60 years old

Source: UBM Medica-HCPs and social media

