

WHAT THE FDA??

6 SIZZLING
M&A TARGETS

R&D PARTNERS IN CHINA

MANUFACTURING
IN OR OUT?

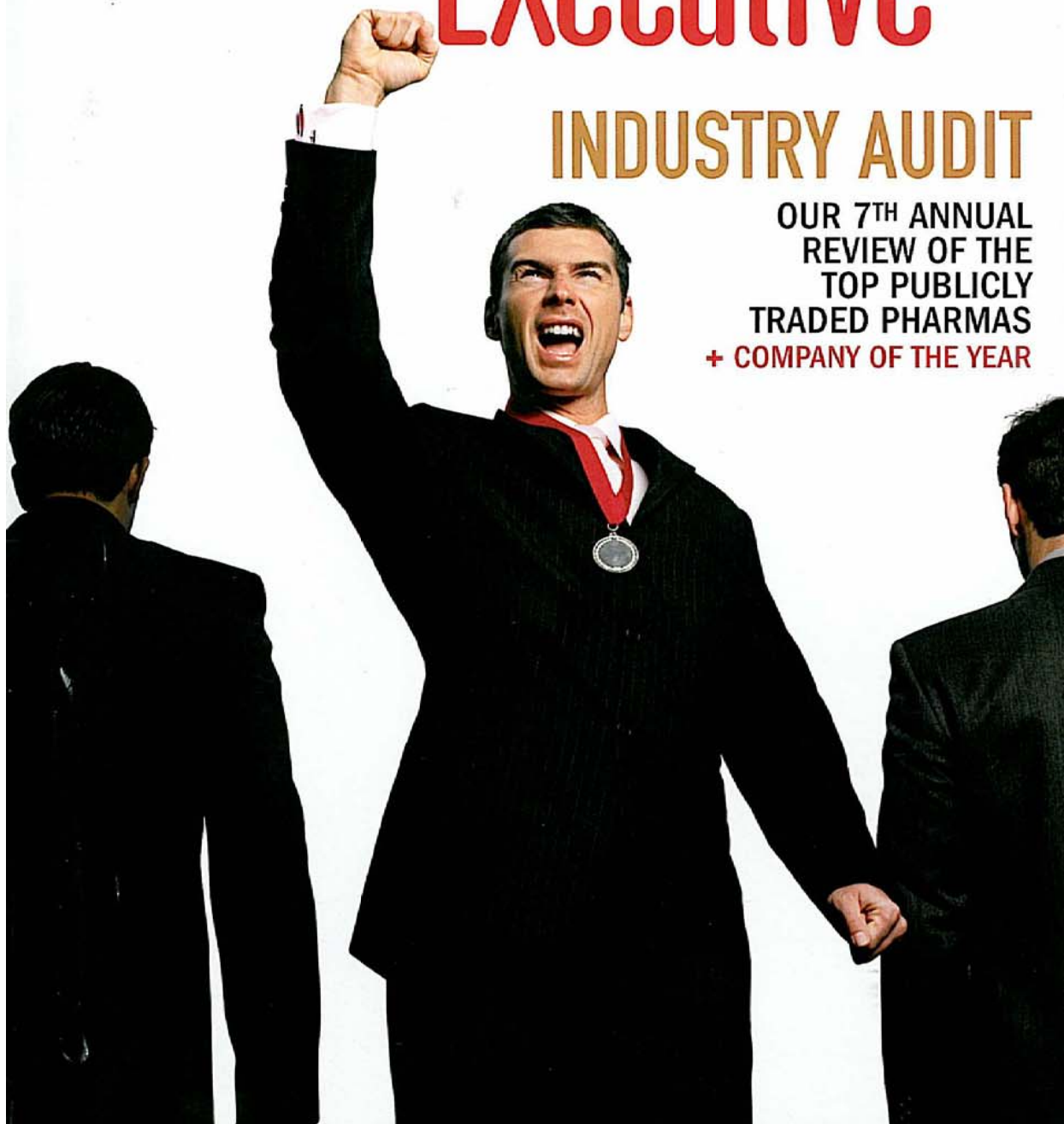
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Pharmaceutical Executive

INDUSTRY AUDIT

OUR 7TH ANNUAL
REVIEW OF THE
TOP PUBLICLY
TRADED PHARMAS
+ COMPANY OF THE YEAR



E-MARKETING

Healthcare in the Communication Age

People are turning to the Internet for health information, but is pharma giving them what they need?

While consumers are going to the Internet in droves to get healthcare information, they aren't necessarily searching for particular brands. According to a new study released by InfoMedics, consumers are most interested in getting reliable advice about managing their disease state.

Of the 91 percent of

respondents that use the Internet to learn about health information, 40 percent said that they "valued information about treatments that other people with the same condition had tried."

The good news for pharma is that 60 percent of respondents said that it did not matter "who sponsored a health information

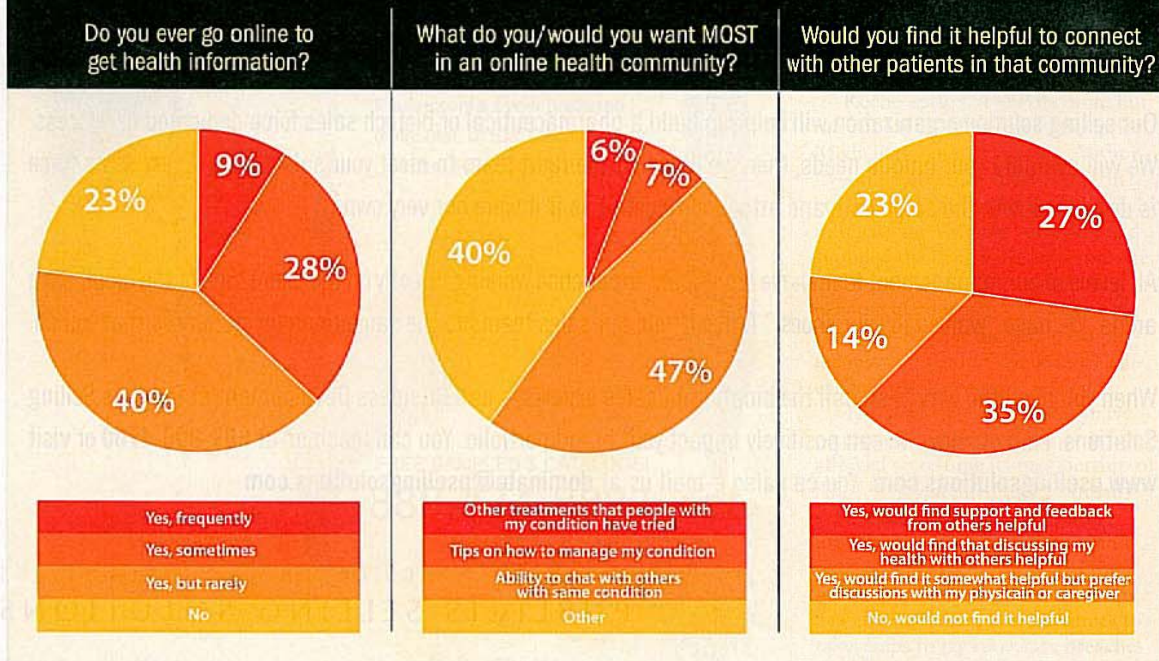
tool as long as it was helpful to themselves and other patients."

Other key results:

- » 14 percent of respondents were interested in using the social element of an online health community to help with their treatment plans
- » 23 percent were interested in support and feedback from other patients
- » 35 percent were open to the idea of networking with other patients, but preferred to keep the majority of their health discussions with their physicians or caregivers
- » Respondents' reliance on physician input increased in proportion to their ages, as only 15 percent of 18- to 24-year-olds preferred to keep most health discussions with their physicians, compared with 32 percent of 25- to 34-year-olds, 37 percent of 35- to 44-year-olds and 46 percent of 45- to 54-year-olds
- » 73 percent of women valued the ability to network with others to discuss their health compared with 27 percent of men
- » 58 percent of respondents preferred to research health information sites and health communities to judge the best one for themselves.

Demands of an Online Healthcare Community

Consumers are looking to manage their conditions and connect with others suffering from the same ailments



SOURCE: InfoMedics, Inc. April 2008