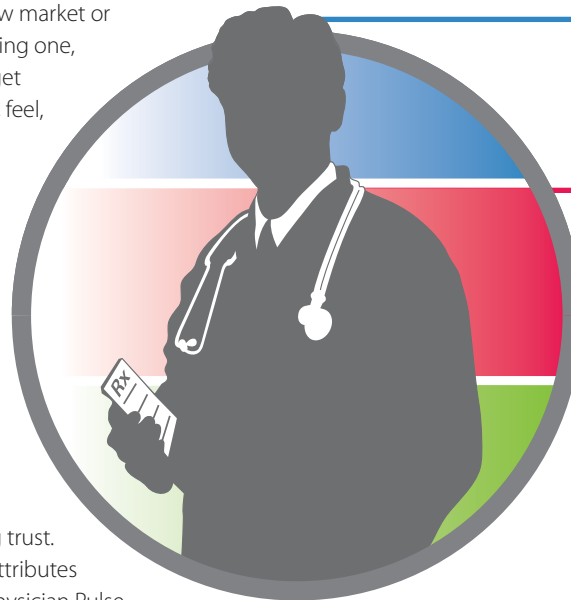


Harris Poll Physician PulseSM

Whether you are preparing to enter a new market or monitoring your performance in an existing one, it is critical that you understand how target physicians in your therapeutic area think, feel, and act. Harris Poll Physician Pulse is the first comprehensive multi-client study that provides deep insights around the key performance indicators relevant to your specific phase of the product lifecycle – all at a fraction of the cost of traditional custom research.

Crucial to winning physicians' hearts and minds and bringing pen to pad is establishing top-of-mind consideration, therapeutic endorsement, and brand championship—in other words, building trust. To measure the emotional and rational attributes that drive trust, by category, Harris Poll Physician Pulse unpacks the key emotional and rational motivations behind prescribing decisions and identifies the brands physicians trust and why, so that you can tailor your competitive approach.

Harris Poll Physician Pulse was developed to provide innovation and efficiency when tracking performance in a competitive context. Because this is a multi-client study, Harris Poll Physician Pulse can offer a cost-effective deliverable without compromising the power and insight associated with a custom study. And by tracking the attitudes and behaviors of high-volume prescribers, this study provides the benchmarking and normative data necessary to evaluate performance in micro and macro perspectives.



How Do Physicians Think?

Cognitive

Aided & Unaided Awareness
Product Familiarity & Knowledge
Trust
Rational Connection
Information Sources & Credibility

How Do They Feel?

Affective

Openness to New Treatments
Product Perceptions
Trust
Reputation & Unique Value
Emotional Connection
Role & Value of Generics

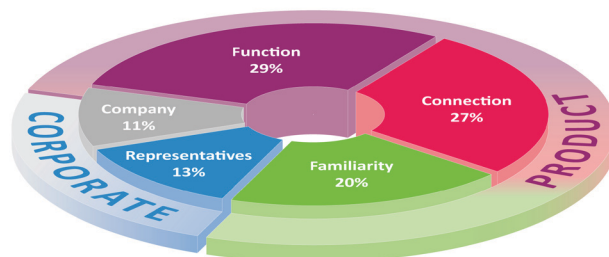
How Do They Act?

Behavioral

Consideration, Trial & Usage
Prescribing Intent
Satisfaction
Loyalty
Championship
Trust

Study Method

- **Who:** 759 high-volume prescribers (primary care physicians, psychiatrists, urologists, and endocrinologists) from the U.S., recruited from the Harris Physician Panel.
- **What:** Understand the professional, clinical, and emotional factors that impact trust and drive physicians' prescribing behaviors across the lifecycle of usage. In addition, the impact of satisfaction, brand, and reputation provide the big picture.
- **How:** 20-minute, online survey of U.S. prescribers across several key therapeutic areas, fielded from February 17–27, 2012.
- **Deliverable:** Brand-level comparison of all key metrics studied relative to competitors and industry norms.
- **Industry Recognition:** Industry recognition will be awarded to the highest ranked brand in trust for each category.





In addition to being a projectable benchmarking tool, Harris Poll Physician Pulse is powered by the Harris Poll. Now for the first time, the Harris Poll will harness its long track record in custom physician research and public polling expertise to award industry recognition to the highest ranked pharmaceutical brand in trust for each therapeutic category.

Why Trust?

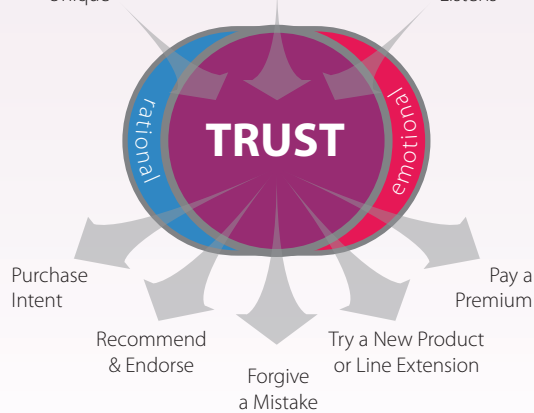
Product trust is associated with all things good in a commercial relationship. It is also multidimensional, complex, and difficult to measure. Harris Poll Physician Pulse breaks apart the many complex dimensions of trust to give a clear and actionable view of the emotional and rational attributes which drive trust in each therapeutic area.

Drivers of Trust

Accountable
Responsive
Consistent
Reputable
Credible
Familiar
Unique

Thought Leadership
Inspires Confidence
Service Oriented
Knowledgeable
Well-intended
High-quality

High-value
Innovative
Respectful
Unbiased
Reliable
Honest
Listens



Benefits of Trust

Select Therapies for the Next Harris Poll Physician Pulse Field—June 2012

Harris Poll Physician Pulse releases findings from up to 24 therapeutic areas annually. The table below reflects the therapies included in our May 2012 report.

Therapeutic Areas	Physicians Surveyed
1. Non-Insulin Diabetes	Primary Care Physicians, Endocrinologists
2. Anti-Psychotics	Primary Care Physicians, Psychiatrists
3. Anti-Depressants	Primary Care Physicians, Psychiatrists
4. Erectile Dysfunction	Primary Care Physicians, Urologists

Subscribe today and help select the next set of categories which will field the first week of June 2012.

Acid Reflux	Hypertension
Attention Deficit Hyperactivity Disorder	Inflammatory Bowel Disease
Afib Stroke Prevention	Incontinence
Alzheimer's Disease	Migraine
Anti-Epileptics	Multiple Sclerosis
Auto-Immune Agents	Obesity
Dermatology	Oral contraceptives
Dyslipidemia	Osteoarthritis
Glaucoma	Osteoporosis
Hemophilia	Pain
Hepatitis C	Respiratory
High Cholesterol	Vaccines
HIV	

Contact Us

For more information on Harris Poll Physician Pulse or other custom research solutions from Harris Interactive, please contact us at 877.919.4765 or info@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

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