



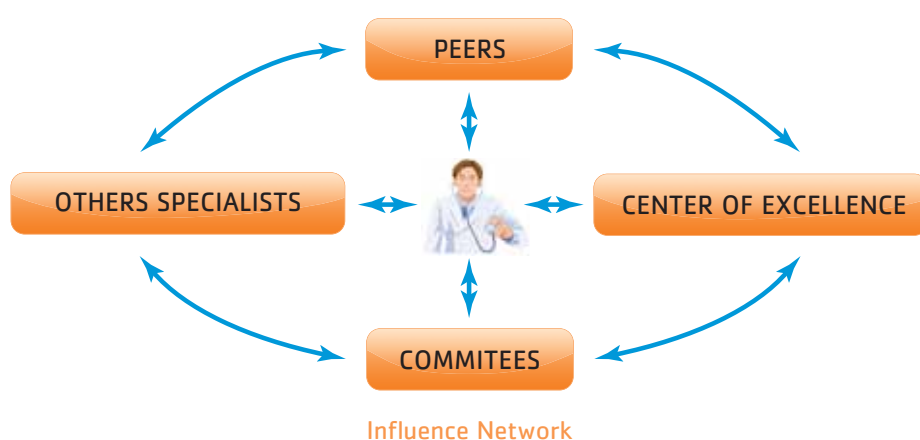
Uncovering your Key Opinion Leaders from International to Local

The Challenge

Identifying the peer influencers that drive product adoption can accelerate your brand's market penetration. In most pathologies, less than 5% of doctors have an impact on 80% of prescribers. You need a tool that will not only identify the national influencers but will also uncover and bring your team insight into the local relationships that impact prescribing where pen goes to pad.

The Response

Physician Connect™ unleashes the power of peer marketing for your brand by providing a complete toolset to identify influencers at all levels - either as formal speakers and advisors or as powerful peer resources that can drive adoption of your therapy.



Physician Connect™ studies help you:

- Identify actual and future key influencers for your product at all levels
- Identify centers of excellence
- Understand the networks that drive adoption within your therapeutic category
- Pinpoint your messaging to develop advocacy for your brand
- Recruit and train speakers and advisors
- Optimise your Key Account Management process

Our Method

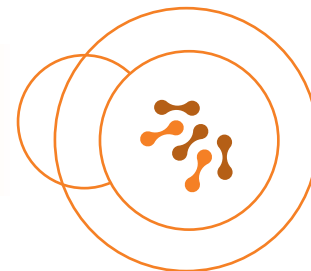
Physician Connect™ provides a complete solution for developing the high-value peer networks that drive both acceptance and adoption.

- Web and paper based survey and incentive package
- Advanced reporting platform
- Sales and marketing data integration
- Complete solutions incorporating Cegedim's tactical marketing capabilities

Physician Connect™ has been developed to comply with the most stringent local data privacy laws. We make all necessary declarations with required organisations and refer to the data privacy policy on the questionnaire.

Experience

Physician Connect™ has delivered over 450 studies in 30 countries to help pharmaceutical brand teams increase market share and maximise marketing impact by identifying the most important prescribing influencers and helping to turn them into brand advocates.



What Makes Physician Connect™ Unique

What sets Physician Connect™ apart as the international leader in advocate development is the science behind it. Traditional KOL studies only identify a small minority of the physicians and professionals who your targets in the field turn to for advice about prescribing decisions. Physician Connect™ builds on these by adding the local opinion leaders and gatekeepers who are often missed in standard KOL studies.

Physician Connect™ offers the following advantages:

- Uncovers the drivers of brand adoption at the local level
- Effectively reaches the local drivers of prescribing activity
- Illuminates the dynamics in niche markets and in hard-to-penetrate demographics
- Finds the key leaders in group practices

Multi-Country Physician Connect™ Studies

Because the environment is changing:

- an increased industry interest in niche markets (biotech, oncology...)
- a market driven by innovation and a shorter product life
- an increasing number of competitors making additional knowledge very important
- a higher complexity of customer / stakeholder and a large number of specialties involved in treatment,

the companies are today under pressure:

- to optimise marketing and sales productivity, brand penetration needs to be international and faster than ever
- understanding the adoption ladder is key
- thought leaders can accelerate adoption by influencing their peers
- transforming influencers into advocates creates a major competitive advantage.

This is why Cegedim Customer Information has launched multi-customer international Physician Connect™ studies, offering its clients an access to high-value data with an optimised cost. The surveys are conducted in Northern America, European countries and emerging markets, using a standard methodology everywhere making it possible to compare and consolidate data: interview the whole universe, same questionnaire and standard data model, strictly in accordance with local data privacy laws.

- The Rheumatology study (rheumatoid arthritis and ankylosing spondylitis) available in late 2008
- The Oncology study:
 - ✓ wave 1 (Lung Cancer, Colorectal Cancer and Prostate Cancer) available in late 2009
 - ✓ wave 2 (Haematology, Breast Cancer, Ovarian Cancer, Renal Cell Carcinoma and Melanoma) available in 2010

Significant other custom-tailored multi-country surveys, covering a wide range of pathologies, have been delivered to more than 30 pharmaceutical companies' headquarters in the last years.

Worldwide Availability

Physician Connect™ is available in: Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Czech Republic, France, Germany, Greece, Hungary, Italy, Japan, Mexico, Netherlands, Nordics, Poland, Portugal, Romania, Russia, Slovak Republic, Spain, Switzerland, Turkey, UK, Ukraine and USA.

For More Information

To find out more visit www.physician-connect.info and www.cegedim.com/cci or contact our office near you.