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**FOR IMMEDIATE RELEASE**

**SDI REPORTS: SIXTY-SEVEN PERCENT OF PHYSICIANS SURVEYED HAVE POSITIVE  
ATTITUDE TOWARD ELECTRONIC PROMOTIONAL ACTIVITIES**

*Nearly Three-Quarters of Physicians Surveyed Consider Electronic Promotion by  
Pharmaceutical Companies to be Equal or Superior to Face-to-Face Promotion*

PLYMOUTH MEETING, Pa. – April 27, 2009 – In a growing trend that could influence the way pharmaceutical companies market to physicians, 67% of physicians surveyed have a positive overall attitude toward ePromotion, according to SDI's new **ePromotion Annual Study 2008**. Nearly three-quarters (73%) of physicians surveyed said they considered electronic promotion by pharmaceutical companies to be equal or superior to face-to-face promotion.

A year ago, 62% of physicians viewed ePromotion positively, and 68% said they considered electronic promotion to be equal or superior to face-to-face promotion.

Electronic promotion refers to a host of technology-powered initiatives that help pharmaceutical companies communicate with and educate physicians about their product offerings. Examples of ePromotion include e-details, online seminars, opinion leader events, Web conferences, and group discussions.

"Every year we have conducted this survey, we have seen acceptance toward ePromotion among physicians increase," said Jason Fox, Associate Director at SDI. "Given how busy most doctors are and how expensive and challenging it has become for pharmaceutical companies to reach them, the results of this survey underscore a growing opportunity for the two groups to interact more regularly."

Other key findings include:

- Sixty-nine percent of surveyed physicians participate in electronic promotional activities after office hours, in the evenings.

- In 2008, the average time spent by a physician on a single ePromotion activity was 18 minutes.
- Overall, Merck was again ranked first by physicians for having the best ePromotion activities.

For the eighth year, SDI's **ePromotion Annual Study 2008** analyzed physicians' attitudes about, and preferences for, ePromotion. The survey, deployed through SDI's online market research platform, includes feedback from approximately 1,000 physicians across 14 specialties.

In the study, ePromotion is defined in three categories:

- 1) Virtual details: Technology-enabled promotions that do not include live communication.
- 2) Video details: Online, live promotion or telephone-assisted Internet browsing in which participants can see and/or speak with an activity conductor.
- 3) Virtual events: Online events including seminars, continuing medical education events, opinion leader events, Web conferences, and group discussions.

More than half (51%) of the physicians surveyed preferred virtual details to all other forms of ePromotion.

### **About SDI**

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information, visit [www.sdihealth.com](http://www.sdihealth.com) or call 610.834.0800.

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