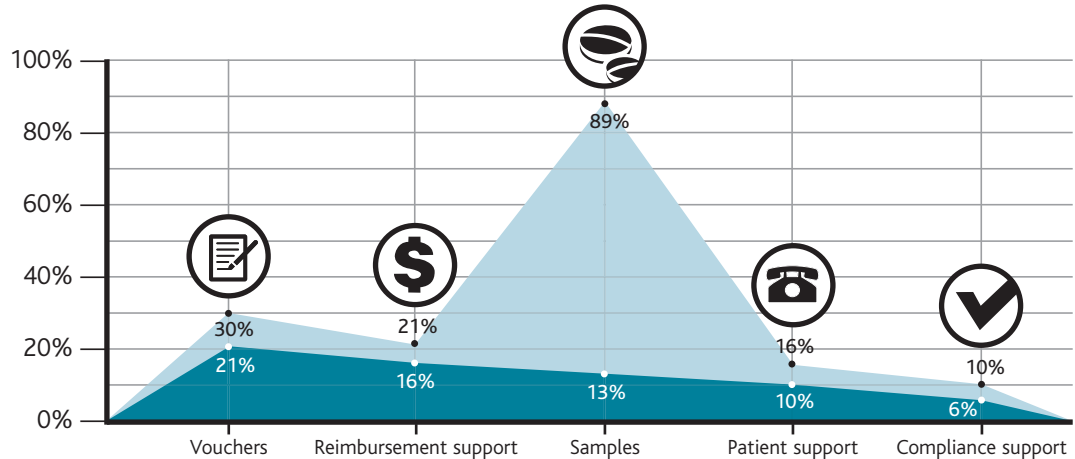


PHYSICIAN INSIGHTS ON PATIENT PROGRAMS

In November 2006, using our internet-based tool *OlsonOnline*™ and proprietary healthcare database, Olson Research surveyed 400 US-based primary care physicians to better understand the value of pharmaceutical patient programs and to gain practical insights into how these programs can most effectively benefit patients.


Value of Patient Programs (Rated on a 7-point scale)


Rating of 7
Rating of 6



Advantages and Disadvantages of Top Rated Patient Programs

Of the two most valuable types of patient programs, samples and vouchers, physicians rated their perceived advantages and disadvantages as follows:

	Advantages		Disadvantages	
 Samples	Trial for efficacy	37.2%	Space to store them	34.5%
	Cost savings	24.5%	Limited supply/availability	14.8%
	Test side effects/tolerance	18.8%	Patients may expect to get them all the time	11.8%
	Use immediately	18.5%		
	Convenience	12.2%	Record keeping	11.5%

	Advantages		Disadvantages	
 Vouchers	Saves patient money	39.5%	Underutilized because of extra steps needed to remember to use them	18.5%
	Takes up less space	17.8%		
	Easy/convenient	8.0%	Easily lost	17.5%
			Patient must go to pharmacy to fill	15.8%

Opportunities to Improve Patient Programs

When asked to suggest beneficial ways in which pharmaceutical companies could support patient education and compliance, physicians recommend providing:

- Handouts and patient education materials (28.5%)
- Reductions in cost (8.2%)
- Websites (8.0%)
- Toll-free numbers (6.2%)