

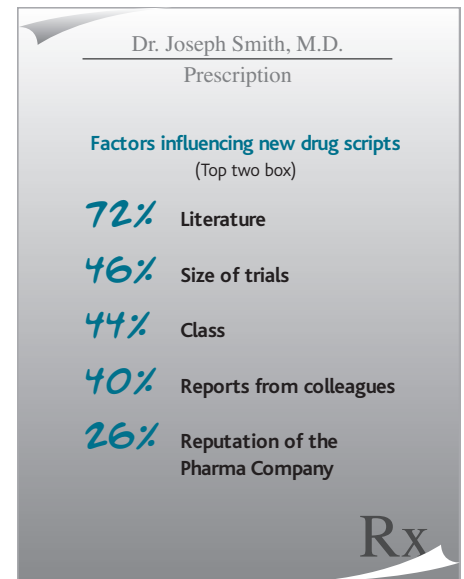
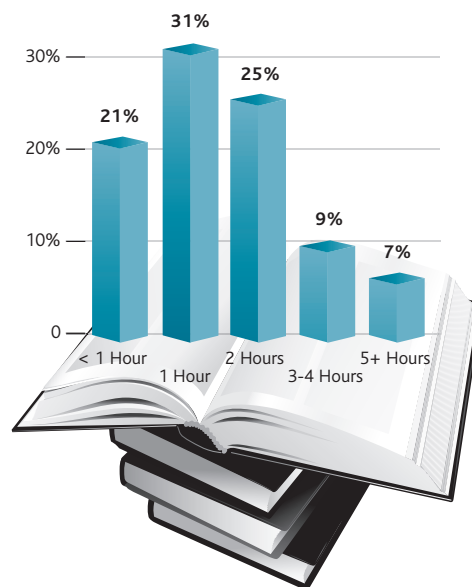
Effect Of Physician Attitudes On New Drug Prescribing Patterns

In January 2008, using our internet-based tool OlsonOnline™ and proprietary healthcare database, Olson Research surveyed more than 400 US-based physicians to explore the factors that contribute to their willingness to prescribe drugs that are new to the market.



Most physicians (66%) adopt within the first three months of availability.

Time spent learning about new drugs and new indications in an average week



Literature is nearly 3 times as important as Pharma company reputation.

Nearly three quarters (71%) of physicians indicated that they are more likely to prescribe certain categories of drugs sooner after introduction than others, where some doctors might wait until such drugs have been on the market for a period of time.

PCPs will wait to use drugs in the following categories:

- Competitors are already established in class (15.4%)
- Antibiotics/ anti-infectives/ anti-microbials (12.6%)
- New classes (10.5%)
- Anti-hypertensives (10.2%)
- Diabetes (9.8%)
- Cardiology (9.1%)

While we found that only a quarter of PCPs (25%) are comfortable prescribing a product that contains a black box warning, most are willing to do so with the following caveats:

Physician attitudes toward black box warnings

Top Responses (top two box)	(N=401)
Use with caution	40.1%
Consider other treatment options	12.7%
Malpractice litigation exposure if you don't heed the warning	12.0%
Review the warning / get more information	12.0%
Be aware of serious side effects	9.7%