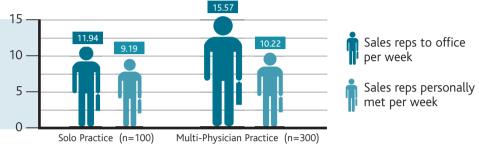
ORG UARTERLY 2nd Quarter, 2007

UNDERSTANDING THE IMPACT OF SALES REP VISITS

In March 2007, using our Internet-based tool *OlsonOnline*[™] and proprietary healthcare database, Olson Research surveyed 400 US-based primary care physicians to better understand how physicians viewed sales rep visits and how it impacted their patient practice.

Sales Rep Visits Per Week

Solo practice physicians reported meeting with 77% of sales reps compared to 66% of physicians from multi-physician practices



Policy Regarding Sales Rep Visits

	Top Responses	(N=400)
0 0	No appointment needed	34.2%
	Provide samples	27.5%
	Appointments required	24.5%
	Provide lunch	21.0%
2 · .	Schedule permitting	19.2%
	Limited number per week/day	12.5%

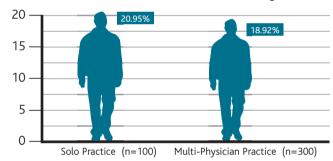
Reasons to Meet with Sales Rep

Top Responses	(N=400)
New information or updates	59.5%
Provide samples and vouchers	36.5%
Familiarity with sales rep	12.5%
Provide lunch	12.0%
Schedule permitting	10.8%

Factors Influencing Sample Brands Dispensed

Top Responses	(N=400)
Availability / quantity of samples	53.8%
Efficacy	26.2%
 Cost to patient	18.5%
Experience and familiarity with drug	17.2%

Percent of Patients Given Samples



Additional Insights

- 20% of multi-physician practices choose a brand based on familiarity and experience with a product compared to 9% of solo practice physicians
- Physicians with a large patient volume (>400/month) dispense significantly more samples to patients (108 vs. 63 on average) compared to physicians with a small patient volume (<400/month)
- Practices receiving greater than 10 reps per week dispense significantly more samples to patients (on average 118 vs. 46) compared to practices receiving fewer than 10 reps per week
- The main reason that 48% of physicians don't meet with sales reps is time constraints

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