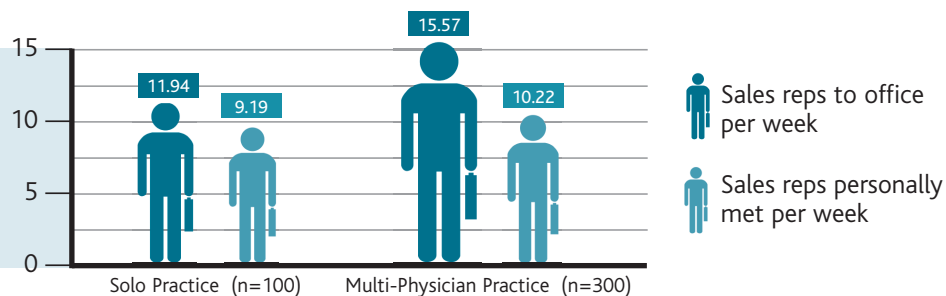


## UNDERSTANDING THE IMPACT OF SALES REP VISITS


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

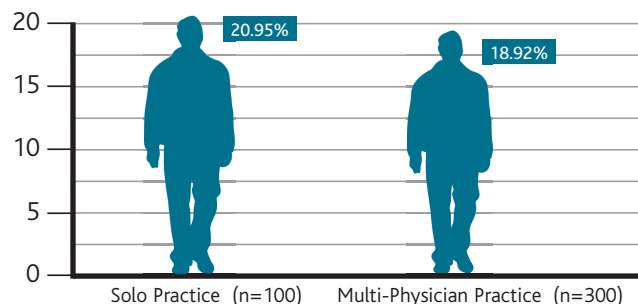
Solo practice physicians reported meeting with 77% of sales reps compared to 66% of physicians from multi-physician practices




### Policy Regarding Sales Rep Visits

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


### Percent of Patients Given Samples



### 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%

### 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