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Are Physicians Really Prescribing the Gold Standard Drugs?

In March 2008, using our internet-based tool OlsonOnline[™] and proprietary healthcare database, Olson Research surveyed more than 400 US-based physicians in order to better understand physician attitudes and perceptions of drugs that are considered the "Gold Standard" in their respective drug classes.

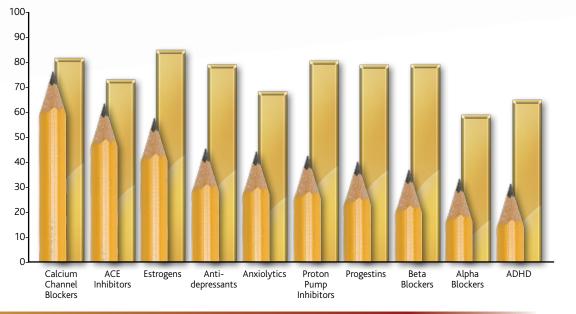


% Physicians Prescribing the Most Commonly Prescribed Drug in Class

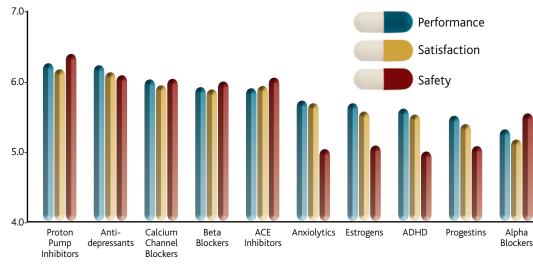


% Physicians Believing this Drug is the Gold Standard in Class

- Not surprisingly for each of the drug categories, the gold standard is the one most used.
- Frequency of use of the gold standard drug varies in each category from a low of 59% for alpha blockers to a high of 84% for estrogens.



Performance, Satisfaction and Safety of Gold Standard Drugs in Their Classes



- Interestingly in all categories except ACE inhibitors, overall satisfaction is lower than overall performance for the most prescribed drugs.
- This difference in performance and satisfaction scores suggest that performance is what the physicians have come to expect while still believing there is considerable room for improvement.
- Satisfaction scores vary more directly with safety than performance.
- Similarities in individual drug responses indicate that safety is a function of class and not necessarily the drug itself.

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