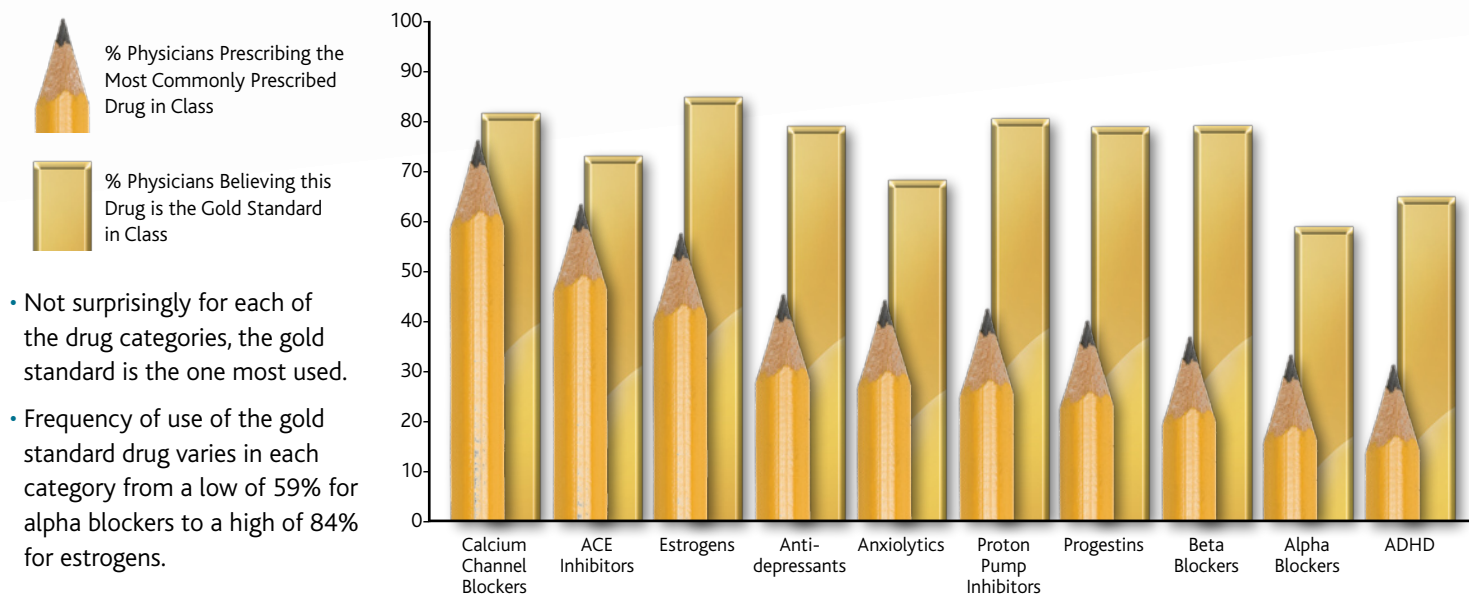
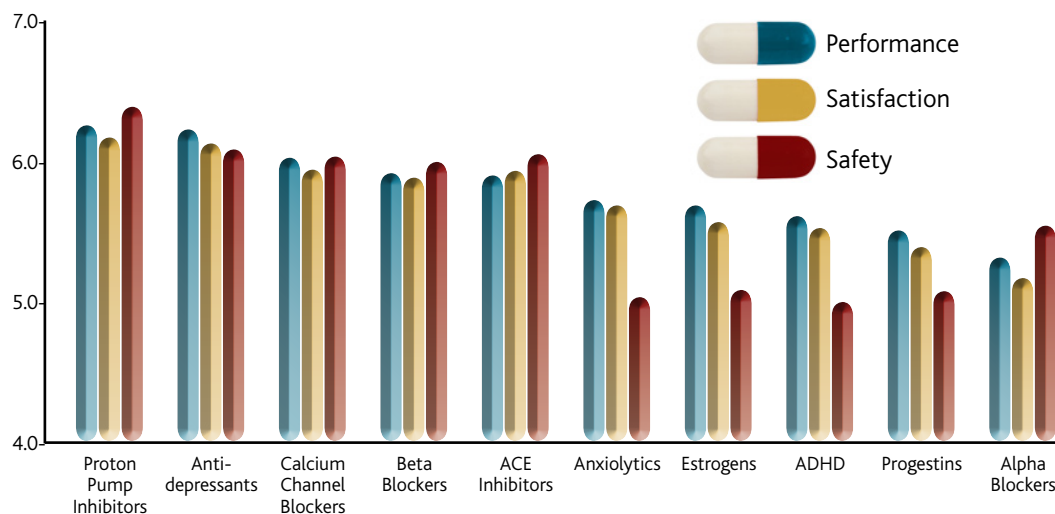


Are Physicians Really Prescribing the Gold Standard Drugs?

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.



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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