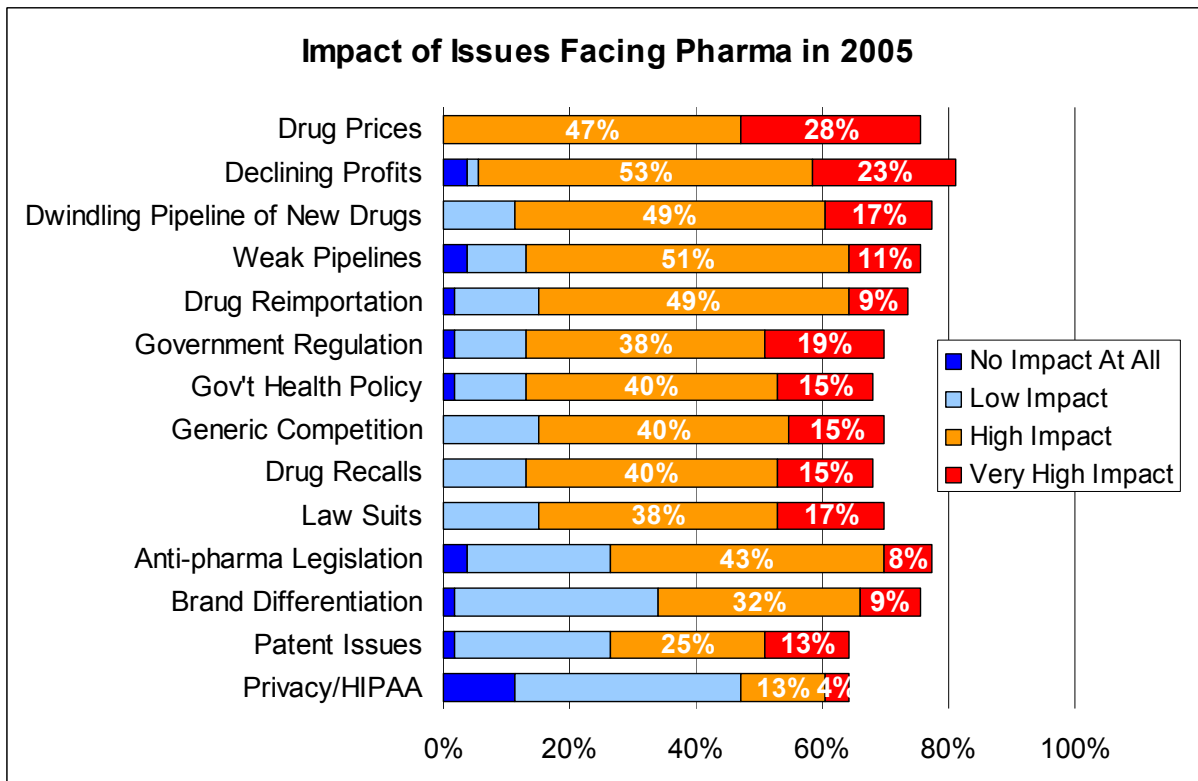


Pharma Marketing Network's 2005 "Hot Issue" Survey

We asked members of the PHARMA-MKTING online discussion forum to predict what issues would have the greatest impact on the pharmaceutical industry in 2005 (find a link to the survey at <http://www.pharma-mkting.com/surveys/surveys-hp.htm>). The results are presented in the accompanying chart, which shows the percent of respondents who indicated no impact at all, low impact, neutral/don't know, high impact, or very high impact for the issues listed. This is not a scientific study.

Our respondents thought the following issues would have the greatest impact, for better or worse, on the industry in 2005: drug prices, declining profits, and dwindling pipeline of new drugs.



Some Comments

Except for a few cases, respondents from pharmaceutical companies generally fell in line with the views of their non-pharma colleagues.

Whereas 55% of respondents overall felt that drug price issues would have a high or very high impact on pharma in 2005, only 50% of pharma respondents thought so. 55% of respondents overall felt that drug recalls would have a high or very high impact on pharma in 2005, but only 30% of pharma respondents thought so. This might reflect a lemming-like "can't happen here" syndrome.

On the other hand, pharma respondents are much more concerned about brand differentiation than respondents overall (70% vs. 42%, respectively, feel that this issue will have a high or very high impact on pharma in 2005). Perhaps non-pharma respondents (mostly marketing types) feel that their marketing prowess can turn this into a non-issue.