

Pharma Marketing News™

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Reprint

Pharma Marketing Network Survey Results

The ongoing Pharma Marketing Network Improvement Survey continues to yield interesting information about members and their preferences. As of May 1, 2003, 58 members have responded to the survey. If you haven't already done so, please take a few minutes to respond to the survey at <http://www.surveymonkey.com/s.asp?u=60998180818>.

Many new members have taken the survey: forty-nine percent (49%) of respondents have been members for less than 6 months. Twenty-eight percent (28%) are long-term members of 2 or more years. Although the vast majority of respondents (88%) have never or very infrequently posted a message to the group, 77% say that "lurking" – just listening in to discussions of others is useful to them (see FIGURE 2).

Members are employed at a number of different kinds of companies (see FIGURE 1). Twenty-one percent (21%) are employed at pharmaceutical or medical device companies and 21% work at medical communications companies.

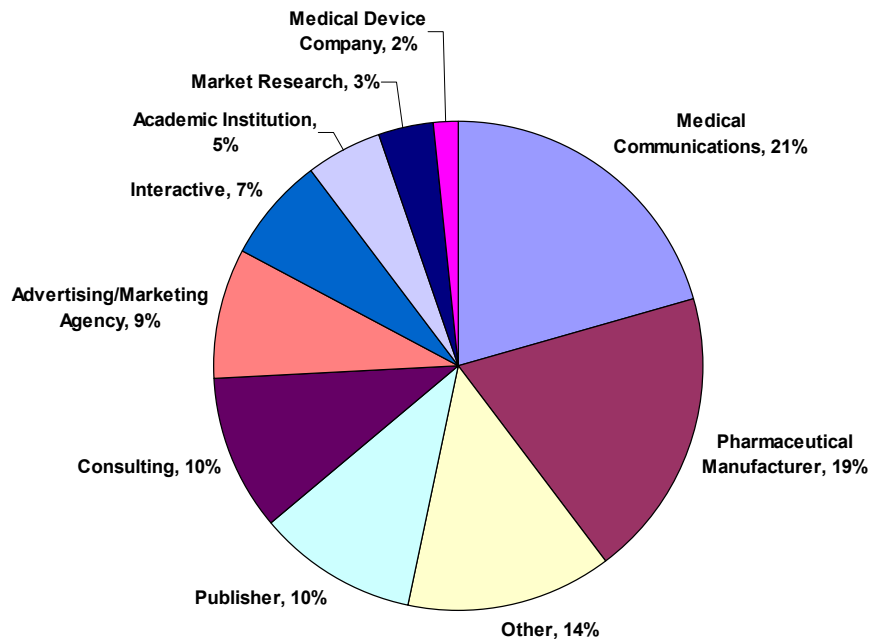


FIGURE 1: WHAT TYPE OF COMPANY ARE YOU EMPLOYED AT OR AFFILIATED WITH?

About 49% of respondents agree that Pharma Marketing Network™ is important or very important to them in their current job position. Fifty-seven percent (57%) of respondents feel it is very important for them to understand and apply online pharmaceutical marketing principles. This question was probably interpreted to mean understand how to market pharmaceuticals via the Internet. It is not clear that there exists anywhere a set of “principles” for doing so, but this may be something members may wish to explore and develop.

Respondents find the PHARMA-MKTING email discussion list useful for a variety of reasons. As mentioned above, the greatest percentage of respondents (77%) find it useful to just “lurk” and follow the discussions of others (see FIGURE 2). Sixty-two percent (62%) find it useful for receiving this newsletter (Pharma Marketing News).

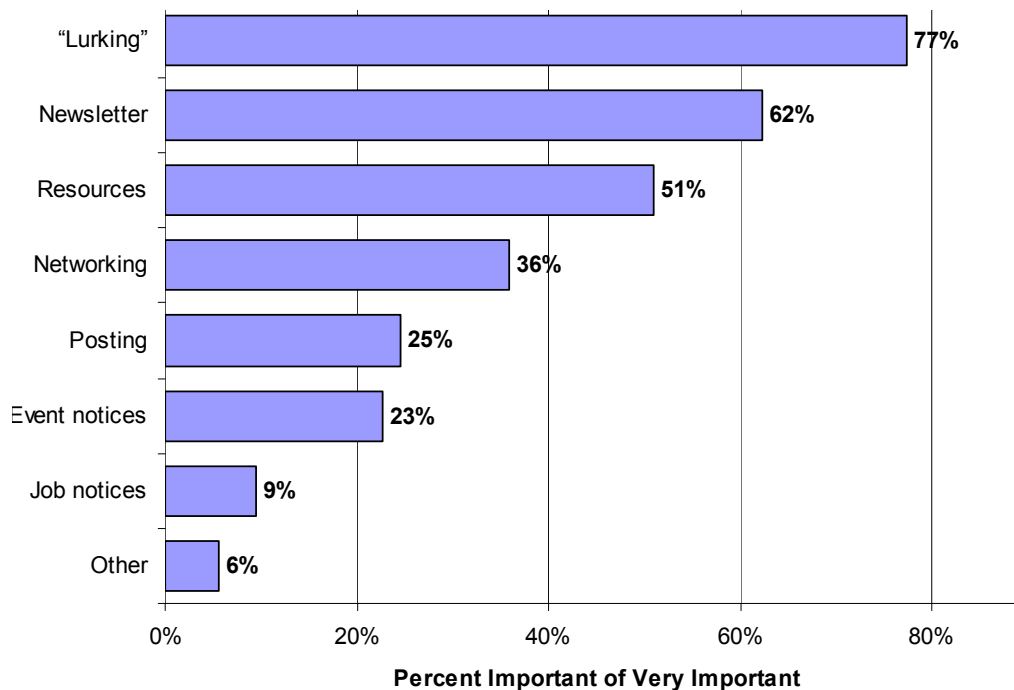


FIGURE 2: WHAT DO YOU FIND THE PHARMA-MKTING E-MAIL DISCUSSION LIST USEFUL FOR?

Eighty-eight percent (88%) rated as important or very important that Pharma Marketing Network offer “Pharma Marketing Resources” and 50% thought it important or very important to include a Pharma vendor/consultant directory or “yellow pages” (see FIGURE 3). As a result of these sentiments from members, Pharma Marketing Network now offers a Resource (Vendor) Directory (<http://www.pharma-mkting.com/pm-directory.html>) where members can place a FREE listing of their businesses. This directory will also include other, paid, listings. In the future, we plan to add a section for links to useful Web sites for free pharmaceutical marketing resources and information

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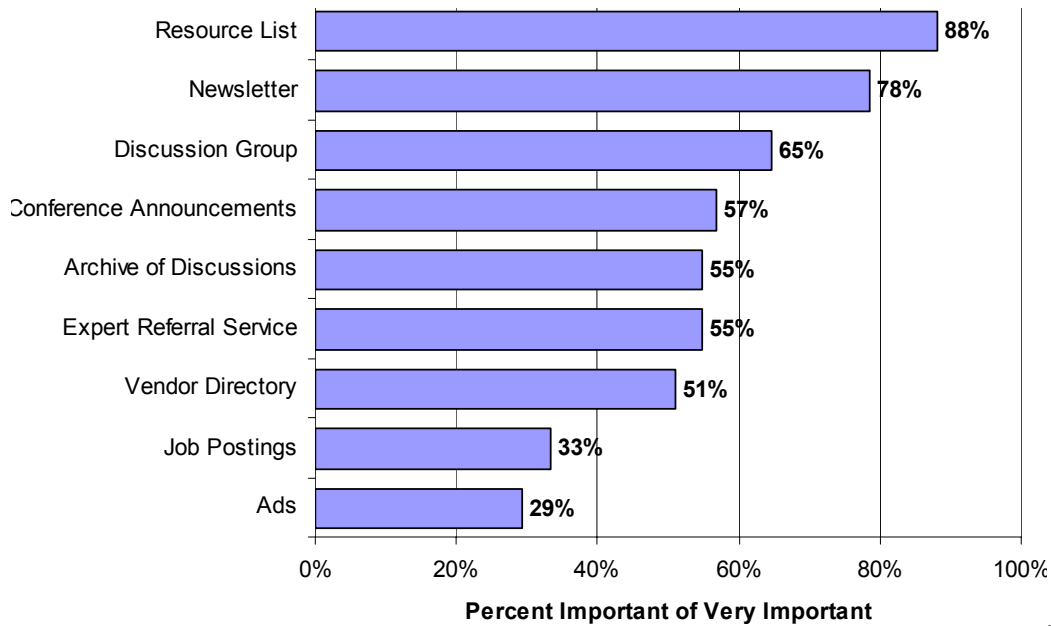
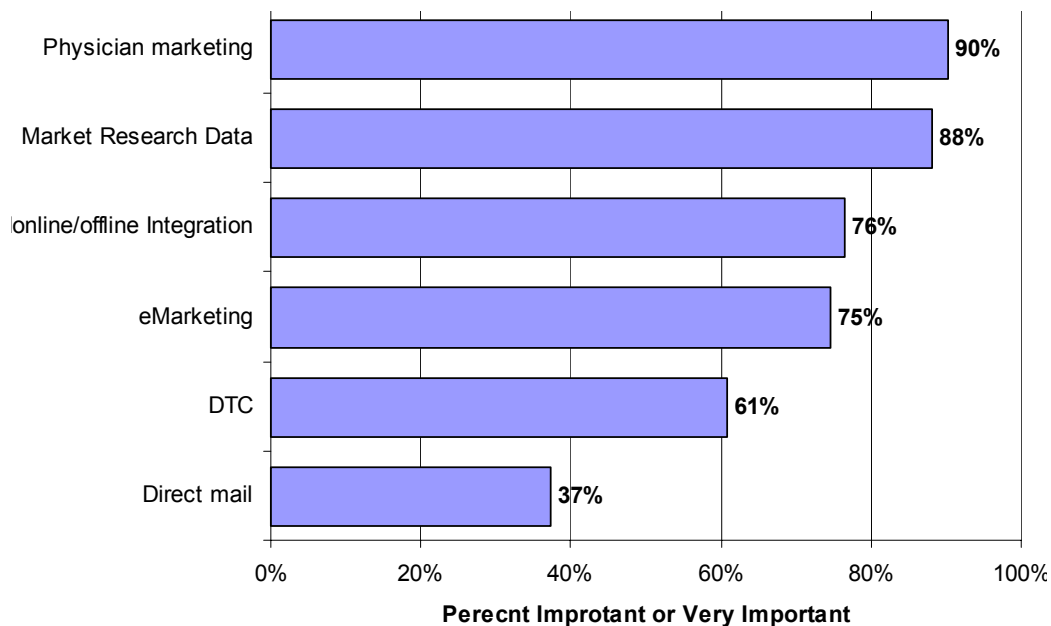


FIGURE 3: % RESPONDENTS WHO FEEL THESE FEATURES ARE IMPORTANT OR VERY IMPORTANT
 The survey also asked about topics that should be covered in the newsletter. Ninety percent (90%) of respondents felt that articles relating to physician marketing were important or very important to include in the newsletter (see FIGURE 4). This month’s guest article, “e-Marketing at the Point of Care,” should, therefore, be of interest to many readers. The next most important topic of interest for respondents (88%) was marketing research data.



Less than 10% of all members have responded to the survey. If you wish to participate, please go to <http://www.surveymonkey.com/s.asp?u=60998180818>. Survey results will be summarized in this newsletter from time to time.

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