

WEB UPDATE

Websites that Rule

TOP BRANDED PHARMA SITES BY RX

The top pharmaceutical branded product Websites ranked by offline requests by U.S. adult consumers, according to Manhattan Research, are Chantix and Cialis.

The product site rankings are based on an online consumer research study — ePharma Consumer v7.0: The Future of

TOP 10 PHARMACEUTICAL BRANDED WEBSITES DRIVING PRESCRIPTION DRUG REQUESTS

- 1 Chantix
- 2 Cialis
- 3 Viagra
- 4 Aciphex
- 5 Ambien CR
- 6 Levitra
- 7 Lamisil
- 8 Lunesta
- 9 Wellbutrin XL
- 10 Ortho Evra

Integrated DTC Marketing — with 5,112 U.S. adults.

SOURCE: MANHATTAN RESEARCH, NEW YORK



DETAILING DUDS

Rep Access Continues to Fall

Based on a comprehensive telephone survey of 180,000 doctors, almost one-fifth of U.S. office-based physicians refuse to see sales representatives from the drug and device industry at any time, according to SK&A Information Services.

Another 22.7% of doctors require the sales representatives to set an appointment. These findings underscore the increasing limitations that physicians are imposing on visits from the medical industry.

“The old days of walking into an office and bumping into the doctor are waning,” says Dave Escalante, president of SK&A. “Today’s industry sales reps will have more success with product detail efforts if they understand and adhere to these

19% OF OFFICE-BASED PHYSICIANS REFUSE TO SEE PHARMACEUTICAL, BIOTECH, AND MEDICAL-DEVICE SALES REPS.

new physician access protocols and visitation standards.”

About 5% of physicians will visit with reps only on specific days of the week and 3.2% have restricted their access to specific times of the day with lunch time being the most popular.

On the positive side, almost 73% of physicians surveyed will take details from sales reps at any time of day or any day of the week.

The days of the week a physician will meet with a sales representative vary only slightly, with Tuesday edging out the other days by a slim margin. Friday afternoons and Monday mornings are the least popular times of day to get a physician’s attention.

The study was performed in the fourth quarter 2007.

SOURCE: SK&A INFORMATION SERVICES INC., IRVINE, CALIF.

TOP COMPANY

AZ Makes List of Best Places to Work



AstraZeneca has been named to Fortune magazine’s list of the “100 Best Companies to Work For” for the third time since 2004.

The company is ranked 83rd overall and was specifically cited for its on-site wellness programs, fitness center and other amenities, as well as its childcare center.

AstraZeneca was one of 1,500 companies invited to participate in the selection process this year. The list is compiled based on two criteria: an evaluation of the policies and culture of each company and the opinions of the company’s employees.

Two-thirds of the score comes from employee responses to a 57-question survey, which goes to a minimum of 400 randomly selected employees. The survey asks about attitudes toward management, job satisfaction, and camaraderie. The remainder

of the score is based on an evaluation of each company’s demographic makeup, pay and benefits programs, training recognition programs, diversity efforts, and overall culture.

We continually strive to make AstraZeneca a great place to work — a place where job satisfaction is high and individual talents flourish. Tony Zook, President and CEO, AstraZeneca Pharmaceuticals LP U.S.

SOURCE: ASTRAZENECA, WILMINGTON, DEL.



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