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Healthcare

Press Release

More than 40% of US Physicians Report Improved Services from Pharma, with Merck Rated Highest on Delivering Quality Sales and Service Experiences

NEW YORK, NEW YORK, October 4, 2007— More than 40% of US primary care physicians report that they are seeing positive changes in the services they receive from pharmaceutical companies, according to new research from TNS Healthcare. Doctors indicate they are seeing the greatest improvements in patient management, education and support programs...Internet-based information tools for both physicians and patients...and physician education and information services.

“Research shows that the vast majority of companies in both the US and Europe are thinking about or implementing physician-centric service models,” says Andrew Brana, Senior Global Consultant for Sales Performance Optimization at TNS Healthcare. “Our new study demonstrates that many doctors are seeing the results of these new models, experiencing the benefits of a wider range of services beyond traditional physician/rep interactions. Sales forces are playing a new role—not just selling products but coordinating value-add experiences that meet physicians’ growing need for information and support.”

Merck Wins Top Service Ratings

When asked to rate the major pharmaceutical sales forces on how well they are delivering service experiences, physicians give the highest marks to Merck. Merck earns the top score across almost all service categories, including rep conduct, knowledge and expertise...sales visit quality...patient management, education and support programs...physician education services...practice support...physician and patient Internet services...and brand experience.

Novartis and Pfizer also score well among physicians, tying for second place. Those companies are further distinguished by getting the top score for their corporate reputations. In addition, GlaxoSmithKline and Sanofi-Aventis are highly rated, rounding out the top-five companies.

“Interestingly, Merck really sets itself apart on the services beyond the rep experience,” according to Brana. “Other companies tie or come close to Merck on rep attributes and sales visit quality. Merck pulls in front, however, on the other service options that are increasingly important to doctors, such as patient programs, education and Internet services.”

Sales Rep Attributes Remain Most Valuable, but Education Programs and Patient Services Are Increasingly Important

When asked to rate the services they value most, doctors still put sales rep attributes at the top of the list. More than three-quarters of responding physicians say that a rep’s personal and professional conduct, knowledge and expertise are the most important factors in their

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relationship with a pharmaceutical company. In addition, almost 70% count the quality and value of the rep's visit as among the most important services pharmaceutical companies provide.

A range of other services, however, are also becoming increasingly valuable to physicians. More than 60% of doctors put a high value on physician education programs. In addition, more than half consider patient management, education and support services among the most important to them. Close to half also say that practice support services and brand experience are valuable to them.

"To succeed in today's competitive market, pharmaceutical companies must listen to their customers," says Brana. "They must identify and deliver the specific services doctors want and value—and understand the different needs and expectations of their target physicians. Only by delivering on the priority needs of target doctors can companies invigorate their physician relationships—and build a bond between their brand and their key doctors, so they can maximize product share over time.

"To succeed, companies must be able to fulfill physicians' preferences—which can vary greatly across segments. For example, while just 30% of doctors say that they value corporate reputation in their relationship with companies, those who do choose it give it exceptionally high importance. In fact, almost 60% of those who select corporate reputation as a key value consider it the most important attribute in determining their relationship with a pharma company. Clearly, these doctors form a unique segment with a specific set of requirements. Companies need tools and research to help them understand and address the needs of all their key physician audiences."

280+ Physicians Share Insights into Service Models

TNS Healthcare's survey was conducted via Internet in August 2007. Findings are based on responses from 286 US primary care physicians, recruited from TNS Healthcare's J Street™ Physician Internet panel.

About TNS Healthcare...

TNS Healthcare provides market research consulting to the worldwide pharmaceutical, biotech and medical device industries, as well as health-focused ad agencies, media and analysts. It offers globally consistent solutions and custom advisory services to support product introductions; brand, treatment and sales performance optimization; and physician and DTC promotional assessment.

Informing decisions across the life cycle, TNS Healthcare offers action-ready insights for pre-launch landscaping, market and opportunity assessment, segmentation, positioning, message and campaign creation, pricing, forecasting, attitude and awareness measurement and post-launch tracking. It delivers information across stakeholders—including physicians, patients and consumers—to help companies anticipate and impact customers' behaviors. TNS Healthcare provides both qualitative and quantitative offerings, using traditional and on-line methodologies, combining worldwide reach with local expertise.

About TNS...

TNS is a global market insight and information group.

Our strategic goal is to be recognized as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

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As industry thought leaders, our people deliver innovative thinking and excellent service to global organizations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

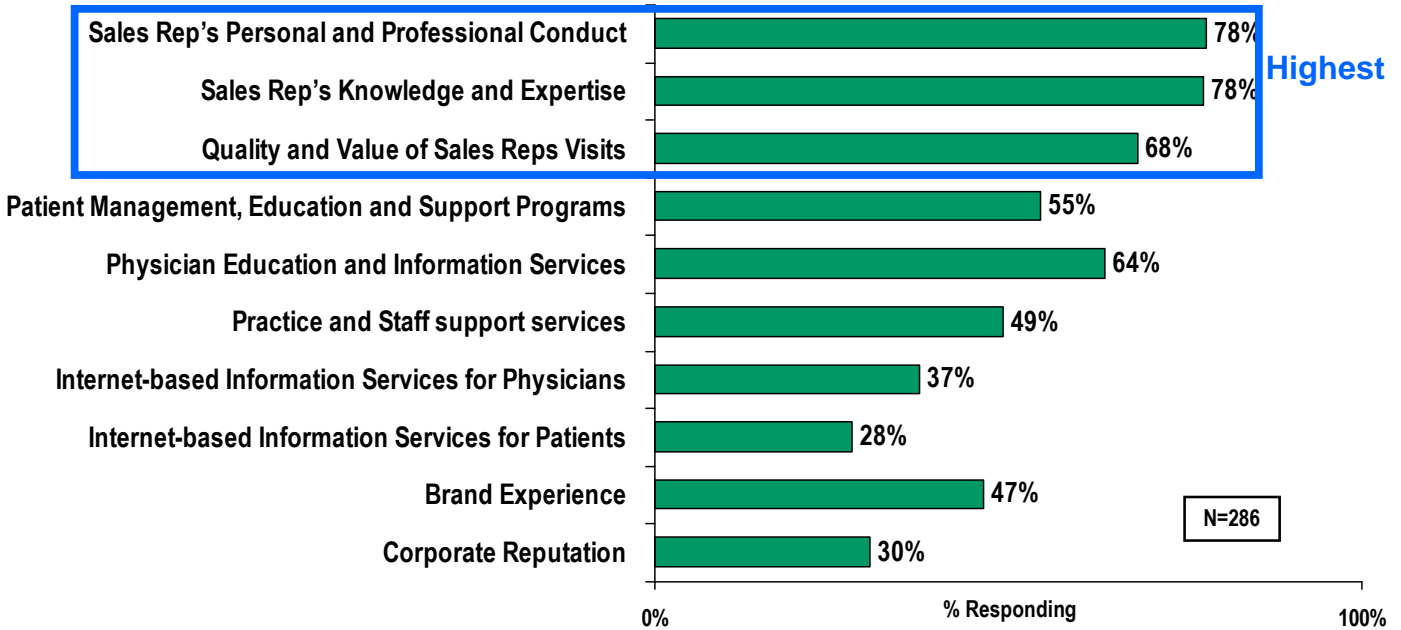
We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

For More Information...

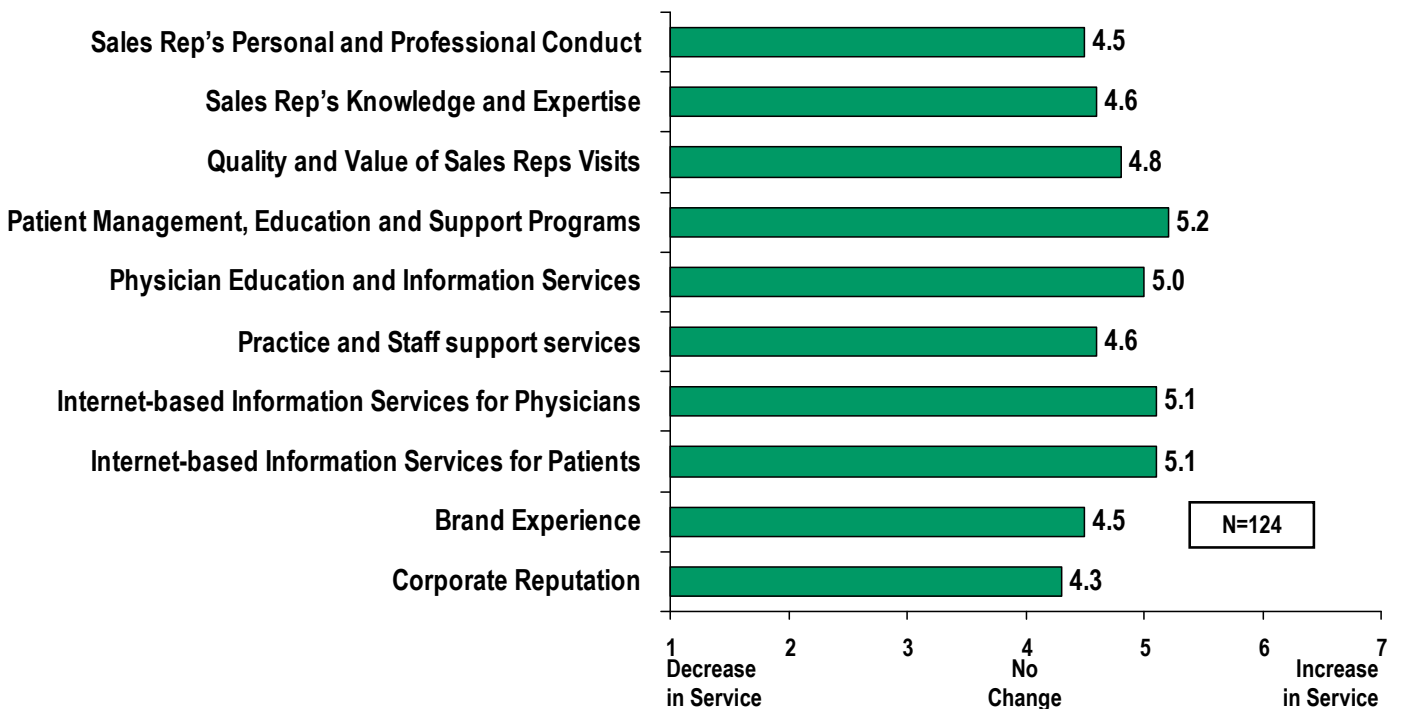
For more information, please contact Ilene Siegalovsky, Senior Vice President of Marketing and Communications for TNS Healthcare at 201-836-0040, ext. 225 or Ilene.Siegalovsky@tns-global.com. To learn more about TNS Healthcare, please visit www.tnsglobal.com/healthcare.

Rep Attributes Are Most Important, though Other Service Options are Increasing in Value



Physicians still rate sales rep attributes as most important in determining their relationship with a pharmaceutical company. More than 60% however, now also consider physician education and information services valuable, and more than half report that patient management, education and support programs are important to them.

Doctors Report Improvements in Patient Support, Internet Services and Physician Education



Physicians say that pharmaceutical companies are providing the highest level of increased service for patient management, education and support; physician education and information; and Internet-based information for physician and patients.