



PHARMA PULSE STUDY

SHC queried 113 randomly selected doctors and asked them to select three Pharmaceutical Companies in each category:



THE MOST INNOVATIVE



HAD THE BEST SALES EFFORT



PROVIDED BEST TECHNICAL INFORMATION



MOST CONCERNED ABOUT PATIENT COSTS



BEST AT RESPONDING TO PATIENT OPINIONS



THE MOST INNOVATIVE

Pfizer	33%
Johnson & Johnson	25%
Novartis	22%
Gilead Sciences	17%
Sanofi	16%

Merck & Co.	26%
GlaxoSmithKline	24%
AstraZeneca	18%
Amgen	17%
Eli Lilly	13%



HAD THE BEST SALES EFFORT

Pfizer	42%
GlaxoSmithKline	28%
AstraZeneca	19%
Sanofi	13%
Bayer	10%

Merck & Co.	31%
Johnson & Johnson	27%
Novartis	16%
Eli Lilly	12%
Amgen	10%



BEST TECHNICAL INFORMATION

Pfizer	28%	Merck & Co.	27%
Novartis	26%	GlaxoSmithKline	21%
AstraZeneca	21%	Johnson & Johnson	20%
None*	16%	Sanofi	12%
Amgen	12%	Eli Lilly	12%



MOST CONCERNED ABOUT PATIENT COSTS

None*	34%	AstraZeneca	21%
Johnson & Johnson	20%	Pfizer	18%

SHC FOUND IT INTERESTING THAT 34% OF THE DOCTORS FELT NONE* OF THE PHARMACEUTICAL COMPANIES WERE CONCERNED ABOUT PATIENT COSTS.



BEST AT RESPONDING TO PATIENT OPINIONS

None*	41%	Johnson & Johnson	35%
Merck & Co.	19%	Pfizer	19%

41% OF DOCTORS FELT THAT NONE* OF THE PHARMACEUTICAL COMPANIES CARED ABOUT PATIENT OPINIONS



**If a Doctor felt that "NONE" of the Pharmaceutical Companies were strong on a particular scale, then they chose the option of "NONE".*

For more information on this study,
or to learn more about
Healthcare Data Collection
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