



External Value of Medical Information

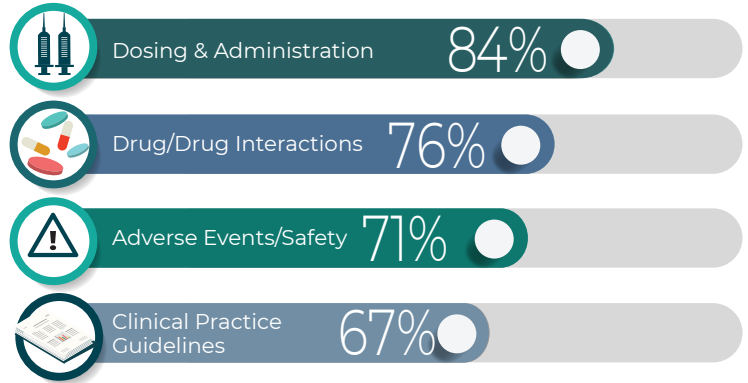
Medical Information is primarily responsible for providing scientific, therapeutic, and product expertise to support healthcare professionals (HCPs), patients, and payors in making informed patient care decisions.

88% of HCPs search for medical information daily or several times per week



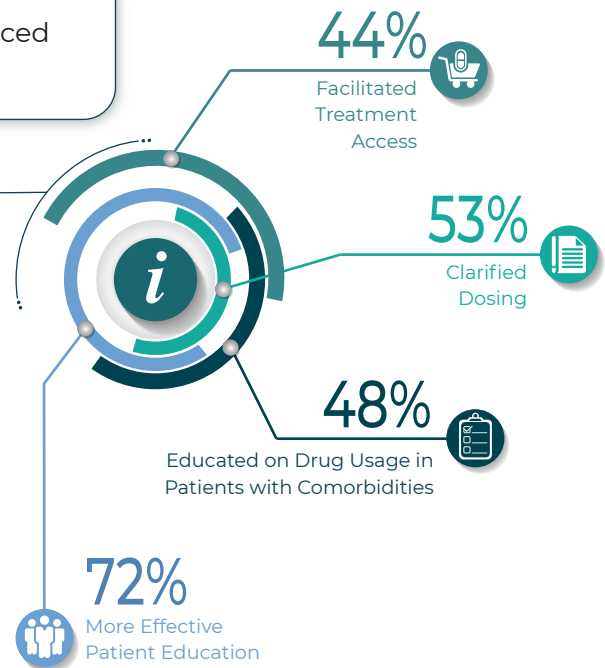
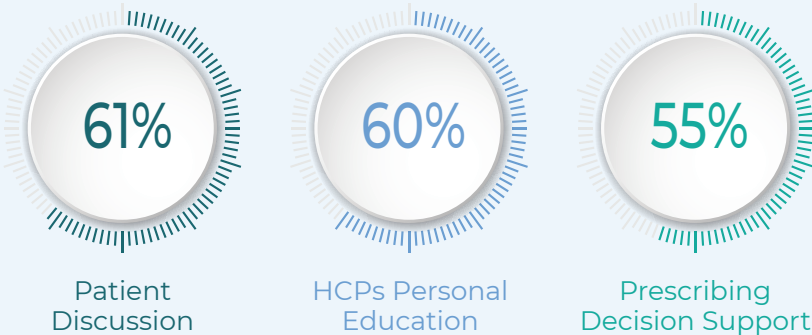
using online searches, live interactions, and print resources.

Categories of information HCPs most commonly search for

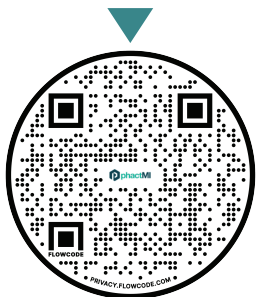


How medical information from pharmaceutical companies has enhanced patient care (n=400)

Ways HCPs utilize medical information from pharmaceutical companies (n=400)



Take a pic with your phone



Percentage of HCPs who rated quality of pharmaceutical medical information as a 4 or 5 on a scale of 1-5

