



The Thought Leader Reports™

National Surveys that Rank America's National and Local Thought Leaders in Key Disease Areas

ONCOLOGY

- Breast Cancer
- Non-Small Cell Lung Cancer
- Colorectal Cancer
- Ovarian Cancer
- Prostate Cancer
- Non-Hodgkin's Lymphoma
- Pancreatic Cancer
- Head & Neck Cancer
- Melanoma
- Multiple Myeloma
- Acute Myelogenous Leukemia
- Chronic Myelogenous Leukemia
- Renal Cell Carcinoma
- Hepatocellular Carcinoma

UROLOGY

- Prostate Cancer
- Erectile Dysfunction
- Urinary Incontinence
- Benign Prostatic Hyperplasia

RHEUMATOLOGY

- Rheumatoid Arthritis
- Osteoarthritis
- Systemic Lupus Erythematosus
- Ankylosing Spondylitis

GASTROENTEROLOGY

- Inflammatory Bowel Disease
- Viral Hepatitis (B&C)
- Gastroesophageal Reflux Disease
- Irritable Bowel Syndrome

DERMATOLOGY

- Psoriasis
- Atopic Dermatitis
- Acne
- Aesthetic/Cosmetic Dermatology

What are the Thought Leader Reports (TLRs™)?

Manufacturers have long recognized the importance of physician thought leaders (TLs) – their opinions and practices influence the behavior and treatment patterns of physicians across the country. Now, for the first time, we have surveyed thousands of physicians to obtain their opinions about which physicians and institutions represent today's current and up-and-coming national and local TLs in specific disease areas. Sample exhibits include:

- National TL Rankings, National Sample
- National TL Rankings, TL Opinion
- Local TL Rankings
- Up-and-Coming National TL Rankings
- Rankings of Leading Institutions
- Rankings of Up-and-Coming Institutions

What are the key benefits of the TLRs™?

Our customers have found these reports to be invaluable for identifying, updating, and confirming physicians considered to be TLs. Key benefits of the reports include:

- **Peer-to-Peer Perspective:** We collect all of our data from physicians – *they* tell us the TLs.
- **Robust Sample:** Because our physician samples are extremely large (500-1,000 respondents each for most indications), we are able to reliably identify numerous TLs in each disease.
- **Rankings:** Because of our large sample size, we are able to rank individual TLs by the number of times they were mentioned, providing unprecedented insight into the level of influence each TL has. For most indications, between 20 and 40 national TLs are ranked.
- **Regional Data:** We also rank local thought leaders for the largest US metropolitan areas.
- **TL Opinions:** We surveyed the national TLs identified by physicians to obtain their opinions.

Applications for the TLRs™ include:

- Targeted Sales & Marketing
- Advisory Boards
- Clinical Trial Development
- Speakers' Bureaus
- Business Development
- Market Research
- R&D
- Publication Strategy
- Product Advocacy
- Clinical, Scientific, & Marketing Advisors
- Medical Affairs
- Professional Services

Survey Methodology for TLRs™

- Mail surveys of nationally representative samples of physician specialists
- 500-1,000 surveys were completed for most disease areas (n varies by indication)
- National TLs identified were resurveyed to determine up-and-coming TLs and leading institutions
- All TL names and institutions were verified
- Thought leaders were defined as being one or more of the following:
 - ✓ An experienced peer to whom you would look for advice or insight
 - ✓ Involved in important clinical research
 - ✓ Widely-recognized/published expert in treatment

Metropolitan Areas* of Local TLs Identified in TLRs™

1. New York
2. Los Angeles
3. Chicago
4. Washington-Baltimore
5. San Francisco Bay Area
6. Philadelphia
7. Boston
8. Detroit
9. Dallas-Ft. Worth
10. Miami
11. Houston
12. Atlanta
13. Raleigh-Durham-Chapel Hill
14. Cleveland
15. Tampa-St. Petersburg
16. Seattle
17. Minneapolis-St. Paul
18. San Diego
19. St. Louis
20. Denver
21. Pittsburgh
22. Sacramento
23. Indianapolis
24. San Antonio
25. Nashville
26. Birmingham (AL)
27. Charleston (SC)

*Specific metropolitan areas vary by report

What customers have said about the TLRs™...

“At the end of the day, doctors listen to doctors. We’ve struggled to get this information on our own and finally it’s all right here, based on a robust sample.”

“These are the key opinion leaders – our allies and our targets. The up-&-comers are our future. We are going to get them on board because their voice is the key voice.”

“Everyone from medical affairs to clinical to marketing is using this report. They’ve said it’s the most useful report we’ve ever purchased because it’s actionable.”

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