

THE PHARMA BLOGOSPHERE

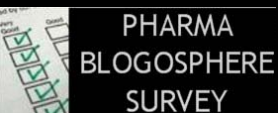
A BLOG ABOUT BLOGGING ABOUT THE PHARMACEUTICAL INDUSTRY!

Pharma Blogosphere™ Survey

The First Ever Survey of Readers
About Pharma Blog Credibility,
Readability, Usefulness, and Bias

Presented by **John Mack**, Publisher of Pharma Marketing News

at Healthcare Blogging Summit * April 29, 2007 * Las Vegas, NV



Pharma Blogosphere™

- “A blog about blogging about the Pharmaceutical Industry.”
- **Mission:**
 - Promote a community of pharma bloggers both pro and con
 - Rate and categorize the members
 - A one-stop portal to help readers explore the galaxy of pharma blogs

The Survey

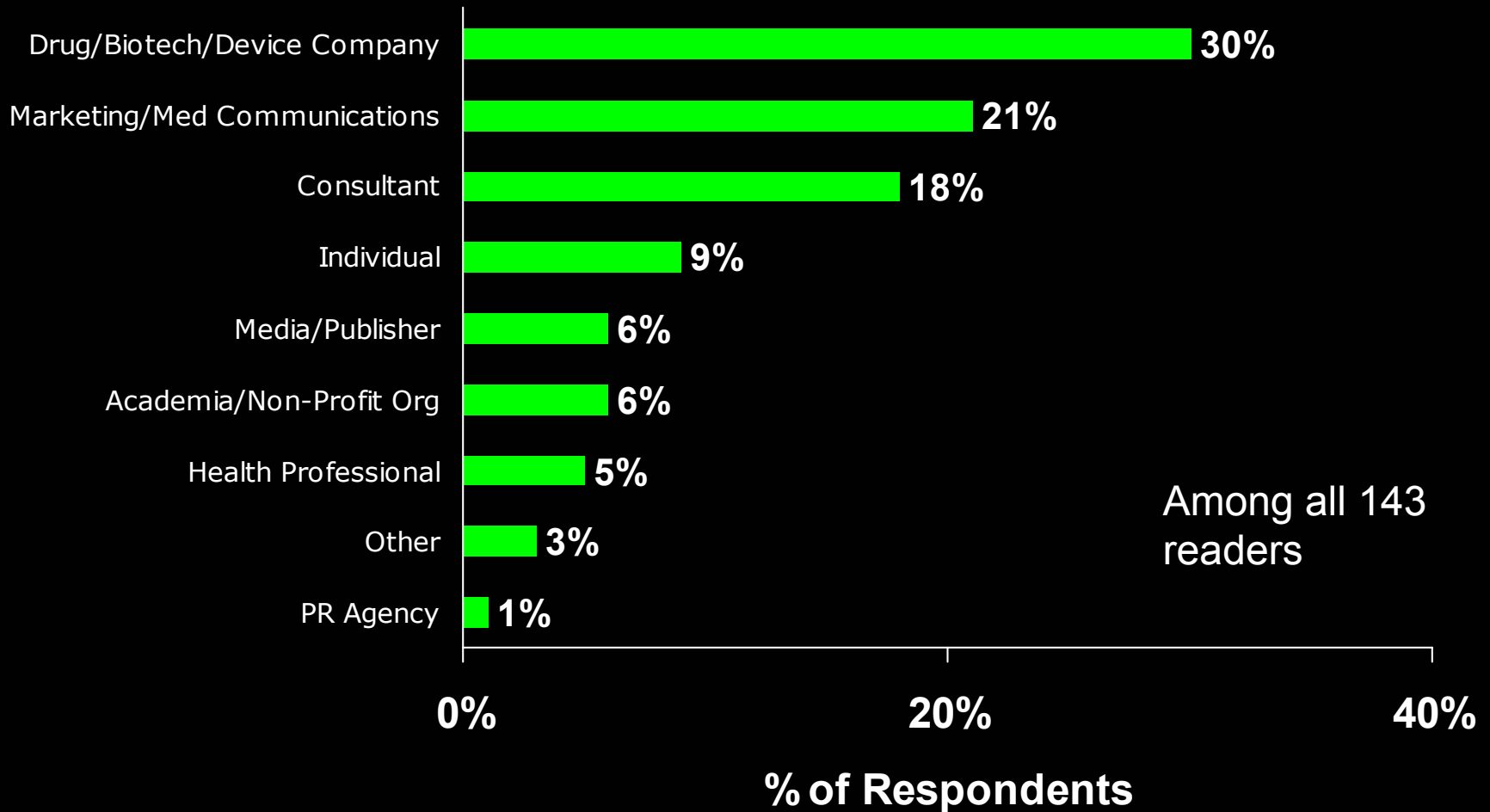


- Online survey covering 22 blogs
- February 3 through 28, 2007
- 143 total responses
- 43 drug industry respondents

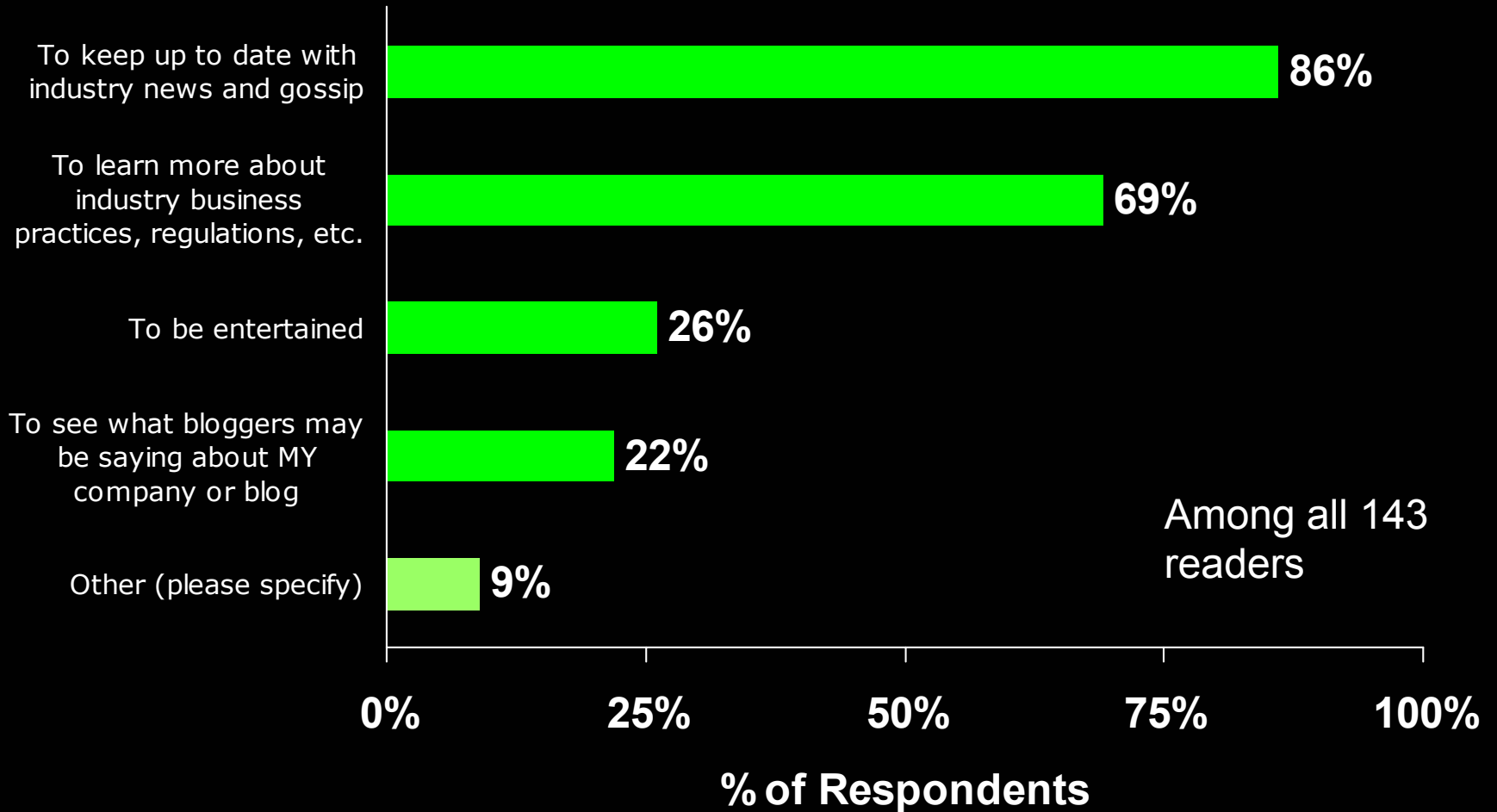
Blogs Included in Survey

- BrandweekNRX
- Clin Psych Blog
- Dr. Peter Rost
- Drug Injury Watch
- Drug Wonks
- eDrugSearch Blog
- EyeOnFDA
- HealthcareVOX
- impactiviti
- In the Pipeline
- On Pharma
- OnThePharm
- Pharma Giles
- Pharma Gazette
- Pharma Marketing Blog
- Pharma Rag
- Pharma Watch
- PharmaEdge
- PharmaGossip
- Pharmalot
- Rx Daily Dose
- World of DTC Marketing

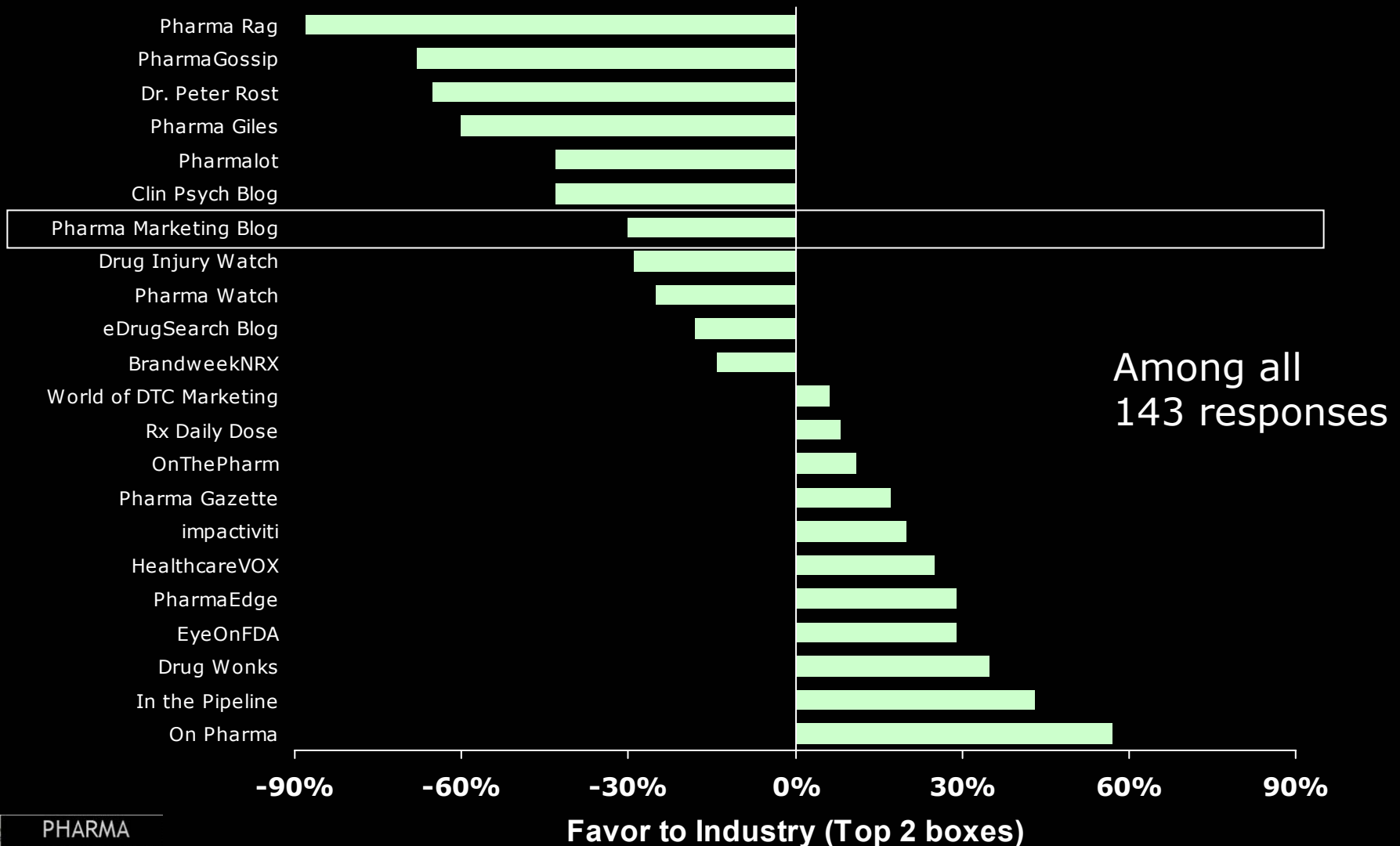
Who Responded?



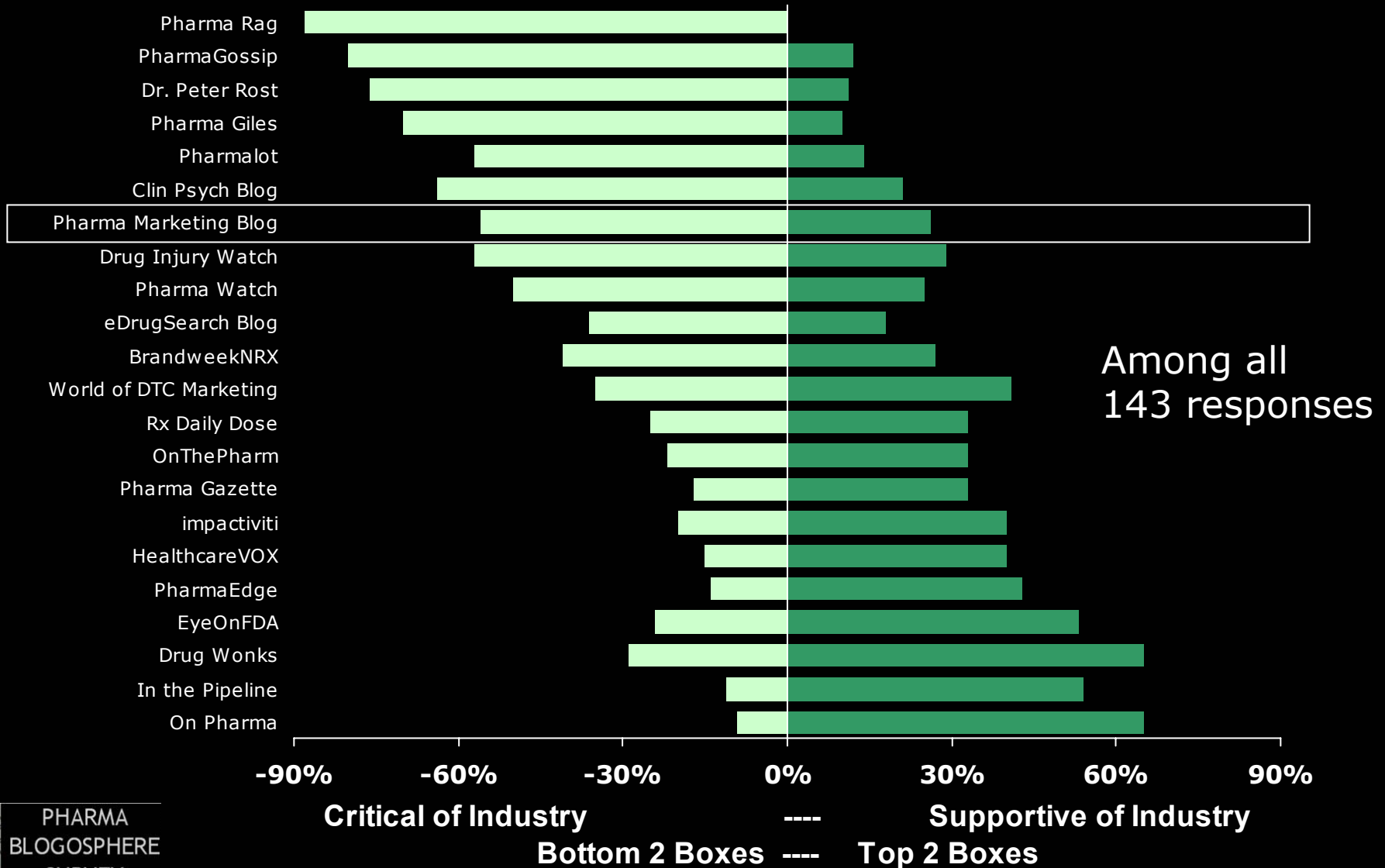
Why Do They Read Blogs?



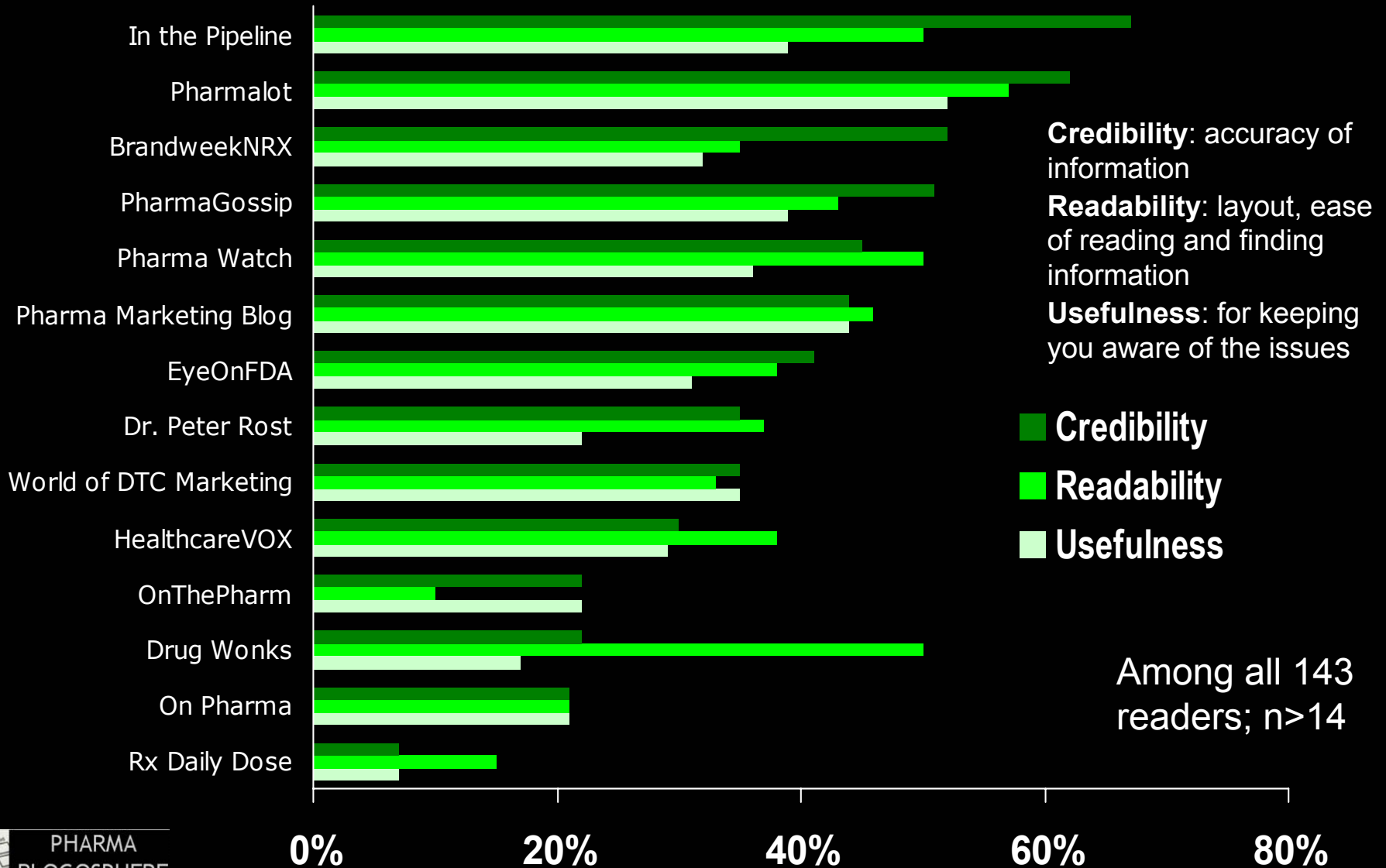
Bias For or Against Industry



Bias For or Against Industry



Overall Honors



Top Overall Honors

Readability

Top 2
Boxes

Pharmalot	57%
In the Pipeline	50%
Drug Wonks	50%
Pharma Marketing Blog	46%
PharmaGossip	43%

Usefulness

Top 2
Boxes

Pharmalot	52%
Pharma Marketing Blog	44%
In the Pipeline	39%
PharmaGossip	39%
World of DTC Marketing	35%

Credibility

Top 2
Boxes

In the Pipeline	67%
Pharmalot	62%
BrandweekNRX	52%
PharmaGossip	51%
Pharma Marketing Blog	44%

Among 143
Readers (not
Never/Rarely);
n>14

Red=pharma "critics"

White=pharma "supporters"

Top Non-Industry Honors

Readability

Top 2
Boxes

Pharmalot

71%

PharmaGossip

54%

In the Pipeline

53%

Pharma Marketing Blog

50%

HealthcareVOX

50%

Usefulness

Top 2
Boxes

Pharmalot

71%

PharmaGossip

48%

Pharma Marketing Blog

46%

HealthcareVOX

36%

Dr. Peter Rost

32%

Credibility

Top 2
Boxes

Pharmalot

71%

In the Pipeline

64%

PharmaGossip

60%

BrandweekNRX

60%

Dr. Peter Rost

48%

Among 100
non-industry
Readers (not
Never/Rarely);
n>10

Red=pharma "critics"

White=pharma "supporters"

Top Industry Honors

Readability

Top 2
Boxes

Drug Wonks	63%
In the Pipeline	46%
EyeOnFDA	41%
Pharma Marketing Blog	37%
World of DTC Marketing	33%

Usefulness

Top 2
Boxes

In the Pipeline	54%
World of DTC Marketing	50%
Pharma Marketing Blog	41%
EyeOnFDA	35%
BrandweekNRX	33%

Credibility

Top 2
Boxes

In the Pipeline	69%
Pharmalot	43%
Pharma Marketing Blog	42%
BrandweekNRX	38%
PharmaGossip	38%

Among 43 industry Readers (not Never/Rarely); n>5

Red=pharma "critics"

White=pharma "supporters"

Thanks

- All the friendly bloggers of the Pharma Blogosphere who helped promote this survey
- Chris Pounds at Myriad Pharmaceuticals for design and analysis

John Mack

johnmack@virsci.com

215-504-4164