



***For Immediate Release***

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**IPSOS NORTH AMERICA SIGNS LETTER OF INTENT TO  
BECOME WEBSURVEYRESEARCH MEMBER**

**NEW YORK, December 16, 2002** – WebSurveyResearch, the premiere Internet survey company in the healthcare industry, and Ipsos North America, a worldwide leader in healthcare marketing research, announced today that they would work together to deliver online surveys to assess marketing research information from physicians and other healthcare professionals.

"Ipsos has a reputation for doing high quality marketing research. They are a valuable addition to our membership community," said Jerry Arbittier, Managing Director of WebSurveyResearch. "Ziment, TVG, The Mattson Jack Group, Research By Design, Paragon Research, Marketing Strategies, Martin Hamblin, OpenVenue, and now Ipsos provide WebSurveyResearch with a strong foundation that allows us to continue to develop, utilize and enlarge the panels."

"Ipsos is looking forward to combining our intellectual capabilities with WebSurveyResearch's Internet data collection capability to supplement our current significant data collection and analytic capabilities so that we can deliver superior products in the marketplace," said Lynne Armstrong, President, Services Research and leader of the healthcare/pharma practice for Ipsos in North America. "Internet surveys have the advantage of speed and economics that allow for larger samples. WebSurveyResearch allows Ipsos to provide our clients with another method for obtaining information from physicians and other target populations."

Under the terms of the Letter of Intent, Ipsos will have immediate access to WebSurveyResearch's physician panel for performing marketing research. Ipsos North America will perform the questionnaire design and analysis of data.

Jerry Arbittier continued, "Watching the WebSurveyResearch physician panel grow to nearly 30,000 physicians and starting the development of our nursing,



and pharmacist panels is very exciting. The agreement with Ipsos will aid WebSurveyResearch with its plans to further develop these panels.”

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#### **About WebSurveyResearch and WebSurveyMD**

WebSurveyResearch, based in New York City, was founded in 2000 as a subsidiary of Ziment, one of the largest market research organizations in the nation and a leader in healthcare marketing research (see [www.ziment.com](http://www.ziment.com)). Since its formation, WebSurveyResearch has enlisted an exclusive club of top healthcare marketing research consultancies which will continue to grow until it reaches a limit of ten members.

WebSurveyResearch is an online service that was created to allow rapid, accurate survey research among larger samples of professionals than traditional survey research methods allow. It features the world's largest dedicated research panel of physicians in the form of WebSurveyMD and is forming additional healthcare panels for nurses, pharmacists and dentists. For more information visit [www.websurveyresearch.com](http://www.websurveyresearch.com).

#### **About Ipsos in North America**

With more than 3,000 professionals and field staff in North America, Ipsos in North America offers a full suite of research services, guided by industry experts and bolstered by advanced analytics and methodologies in advertising, marketing, public opinion and customer satisfaction research, as well as forecasting and modeling. In the pharmaceutical and healthcare sector, Ipsos capabilities include both domestic and global custom quantitative and qualitative research with physicians, consumers/patients, and the syndicated PharmTrends behavioral tracking service. To learn more, visit [www.ipsos-na.com](http://www.ipsos-na.com).