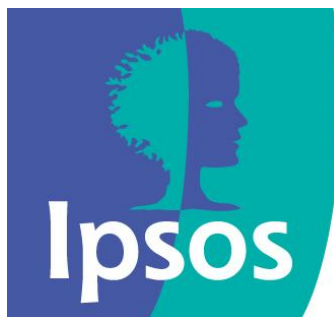


Ipsos Healthcare Launches Syndicated Patient Journey Studies

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (\$2.300 billion U.S.) in 2012.

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London, UK – Ipsos Healthcare, the global healthcare division of Ipsos, has announced the launch of its syndicated patient journey studies.

Beginning with *OncoJourney*, which offers a holistic view of the oncology patient journey, the studies comprise the industry's first syndicated, multi-stakeholder approach to understanding the end-to-end buying process. Specifically, they combine quantitative syndicated Global Therapy Monitor data with qualitative multi-stakeholder research; this delivers a comprehensive understanding of the journey from symptoms through to treatment, whilst shedding light on different stakeholders' roles in diagnosis and treatment decisions.

The business-oriented deliverables of the journey studies enable pharmaceutical companies to: gauge the importance, influence and role of different stakeholders; understand disconnects between multiple stakeholders; identify targeted messages for different stakeholder segments; and more. The integrated findings can be used to identify gaps between current behaviour and desired outcome.

OncoJourney – along with forthcoming journey studies in other therapy areas – leverages the syndicated data sources that companies already subscribe to. Deliverables are tailored according to needs, budgets and objectives.

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Dr Karen Higginbottom, Associate Vice-President – Global Oncology, commented:

“The journey studies deliver a whole new dimension of insight and understanding from companies’ existing syndicated data – thanks to a proven, pre-defined framework that integrates fully with Ipsos’ Global Therapy Monitors and other syndicated data sources. This allows research budgets to stretch further without losing the quality, depth and knowledge provided by traditional patient journey / buying process work.”

About Ipsos Healthcare’s Global Therapy Monitors

Ipsos Healthcare’s Global Therapy Monitors comprise the industry’s largest portfolio of syndicated patient chart audit data. The suite of global studies tracks usage of treatments across 20+ disease areas, including Metabolics, Oncology, Virology, Autoimmune, Cardiovascular and more. Together, they encompass 4000 physicians reporting on 200,000 patients in 35 markets worldwide. Subscribers to the Global Therapy Monitors can track product usage and maintain a comprehensive understanding of their ever-evolving markets.

About Ipsos Healthcare

Ipsos Healthcare is a global specialised practice focusing on research in the pharmaceutical, bio-tech and medical device markets. It is also a leading provider of global syndicated patient chart studies in 35 markets. Operating in over 40 countries, the team of 500 healthcare market research experts, marketers and client-side brand-builders focuses on delivering outcome-

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oriented research for its clients. Drawing from a broad range of qualitative and quantitative techniques, Ipsos Healthcare offers custom and syndicated research programs to evaluate the motivations, experiences, interactions and influences of stakeholders forming the multi-customer markets that increasingly drive business success in the healthcare industry.

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