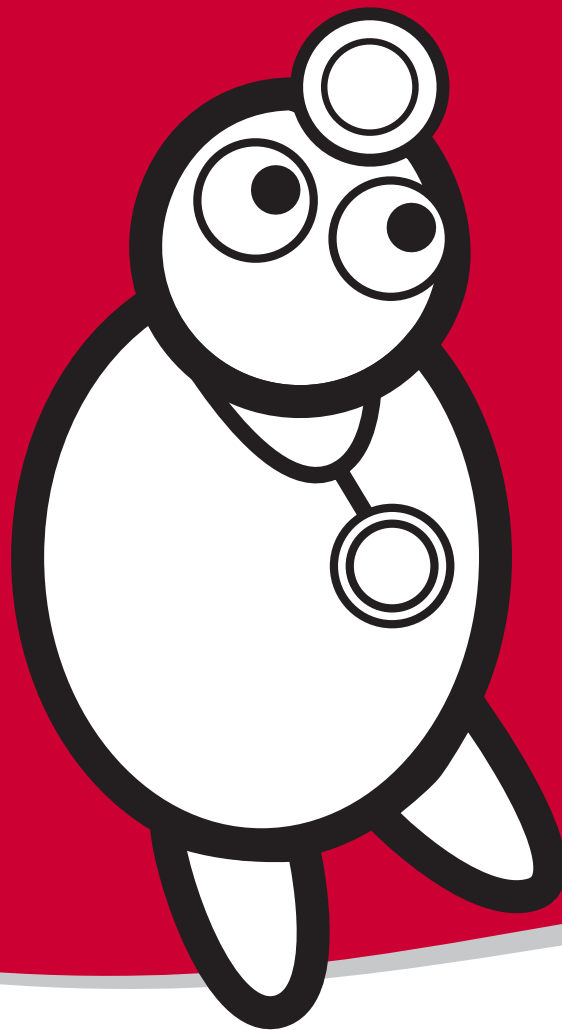


Global version
international

23/11/2011

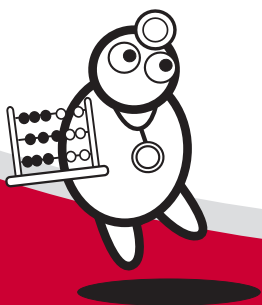
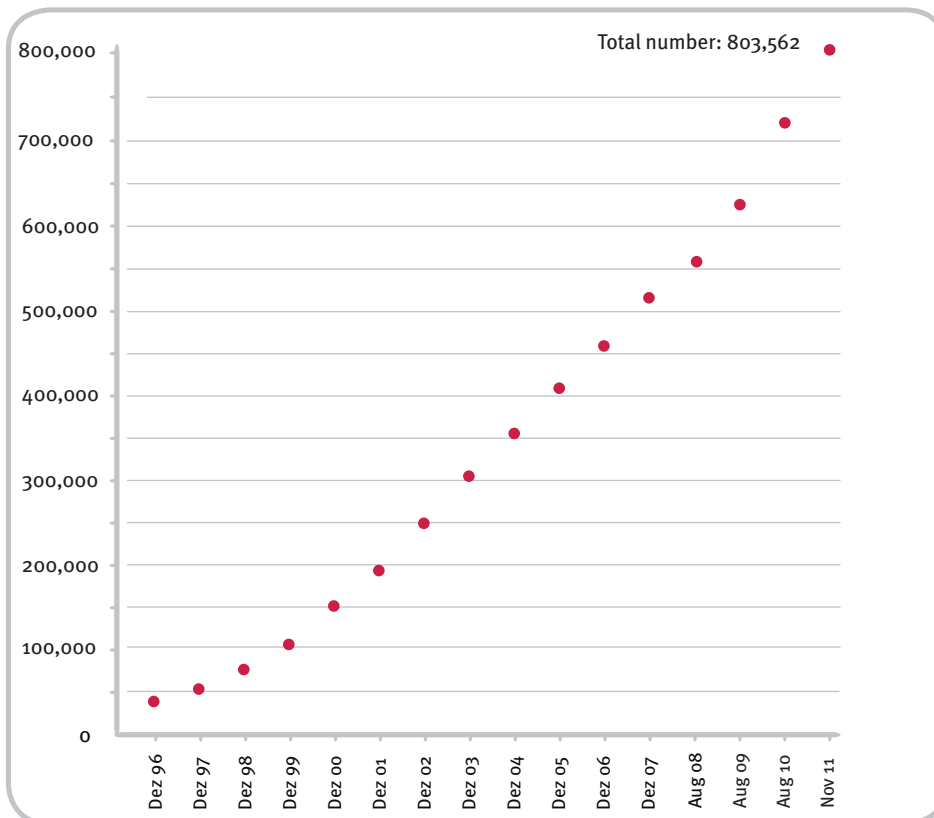
DocCheck[®] User Statistics



1. User Growth

DocCheck is the No. 1 internet-based communication portal for healthcare professionals in Europe. It brings together the pharmaceutical industry and its clients. All specialties of physicians as well as pharmacists, veterinarians and dentists are represented at DocCheck.

On one platform you can find all important marketing tools: PR, advertising, market research, direct marketing and clinical research. Due to the exclusive use of web based communication the expenses only make up a fraction of traditional ones.



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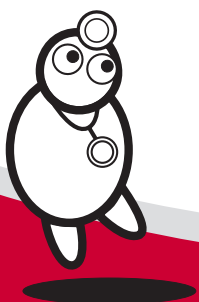
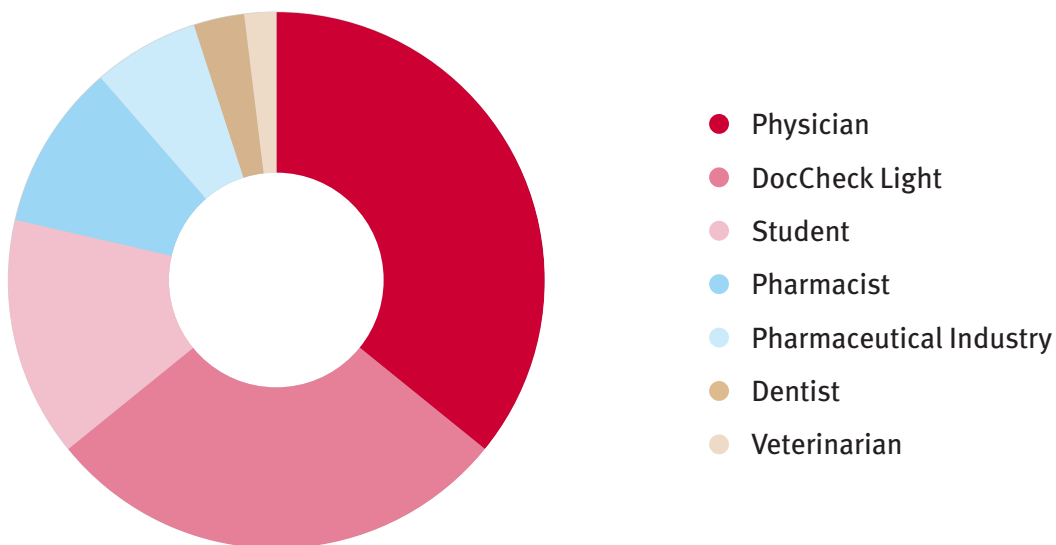
Tel: +49(0)221.9 20 53-508

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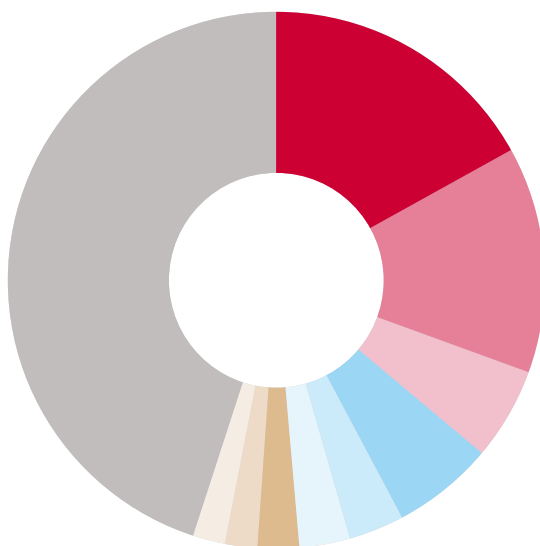
2.Occupational Groups (n= 803,562)

Occupational Groups	Number	Percentage
Physician	288,935	35.96%
DocCheck Light	226,994	28.25%
Student	117,720	14.65%
Pharmacist	79,425	9.88%
Pharmaceutical Industry	50,439	6.28%
Dentist	26,333	3.28%
Veterinarian	13,716	1.71%

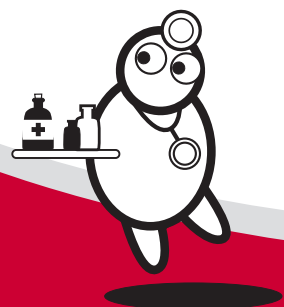


3. DocCheck Light - Occupational Groups (n= 226,994)

Occupational Groups	Number	Percentage
Hospital Nurse	39,086	17.22%
Alternative Practitioner	30,305	13.35%
Pharmaceutical Technical Assistant	13,976	6.16%
Emergency Medical Technician / EMT-I	13,019	5.74%
Elderly Care Nurse	7,291	3.21%
Medical Assistant / Receptionist	6,918	3.05%
Biologist	5,700	2.51%
Health Insurance Fund Employee	4,475	1.97%
Chemist	4,174	1.84%
Other	102,050	44.96%



- Hospital Nurse
- Alternative Practitioner
- Pharmaceutical Technical Assistant
- Emergency Medical Technician / EMT-I
- Elderly Care Nurse
- Medical Assistant / Receptionist
- Biologist
- Health Insurance Fund Employee
- Chemist
- Other



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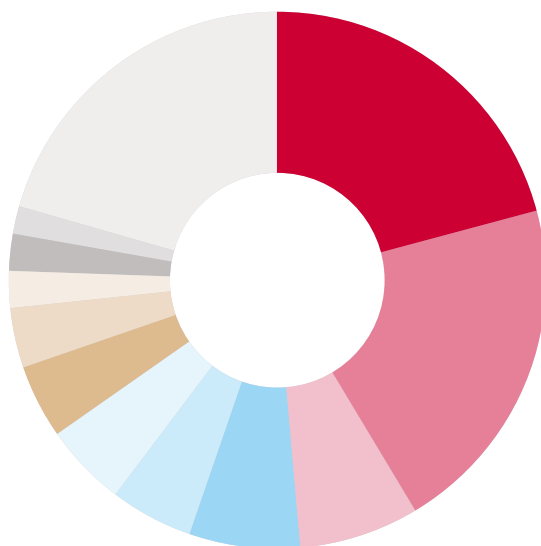
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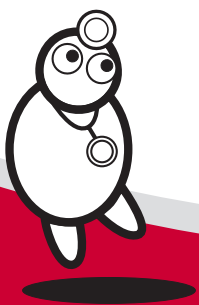
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4. Disciplines of Physicians (n= 288,935)

Disciplines	Number	Percentage
Internal Medicine	60,615	20.98%
General Medicine	59,751	20.68%
Anaesthesiology	20,531	7.11%
Surgery	18,938	6.55%
Obstetrics and Gynecology	15,044	5.21%
Pediatrics	14,458	5.00%
Psychiatry	12,551	4.34%
Neurology	10,345	3.58%
Orthopedics	6,884	2.38%
Without speciality	6,113	2.12%
Urology	4,986	1.73%
Other	58,719	20.32%



- Internal Medicine
- General Medicine
- Anesthesiology
- Surgery
- Obstetrics and Gynecology
- Pediatrics
- Psychiatry
- Neurology
- Without speciality
- Orthopedics
- Urology
- Other



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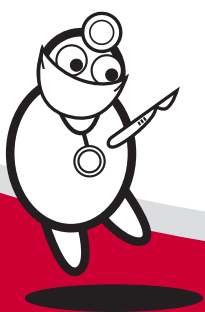
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4a. Internal Medicine (n= 60,615)

Main Focus	Number	Percentage
General	25,900	42.73%
Cardiology	8,667	14.30%
Gastroenterology	5,437	8.97%
Pneumology	3,517	5.80%
Oncology	3,160	5.21%
Nephrology	3,018	4.98%
Rheumatology	1,920	3.17%
Other	8,996	14.84%

4b. Surgery (n= 18,938)

Main Focus	Number	Percentage
General	7,738	40.86%
Accident Surgery	3,461	18.28%
Visceral Surgery	2,096	11.07%
Other	5,643	29.80%



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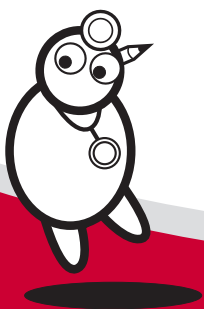
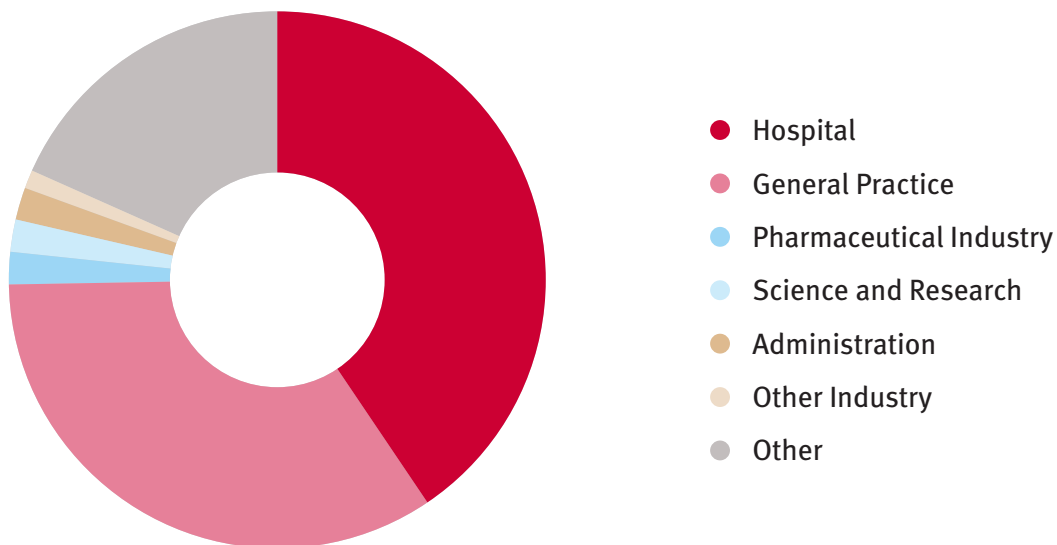
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5. Field of Activity - Physicians (n= 288,935)

Field of Activity	Number	Percentage
Hospital	117,220	40.57%
General Practice	99,083	34.29%
Pharmaceutical Industry	5,862	2.03%
Science and Research	5,557	1.92%
Administration	5,383	1.86%
Other Industry	3,143	1.09%
Other	52,687	18.23%



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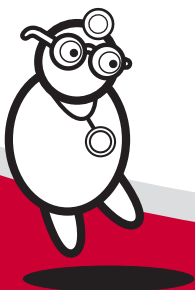
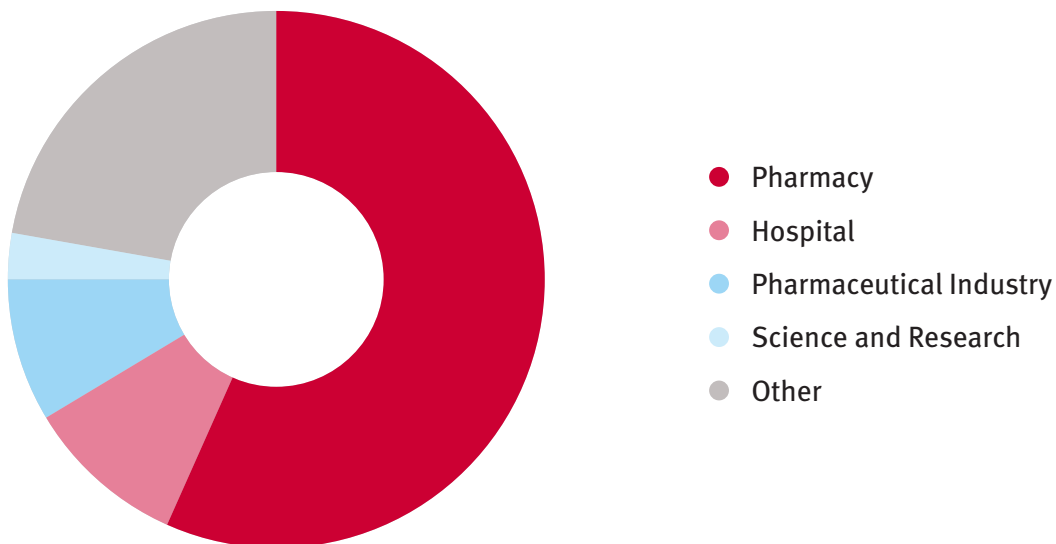
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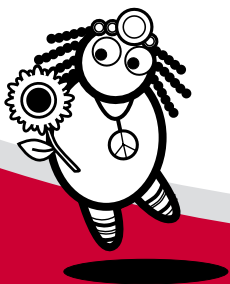
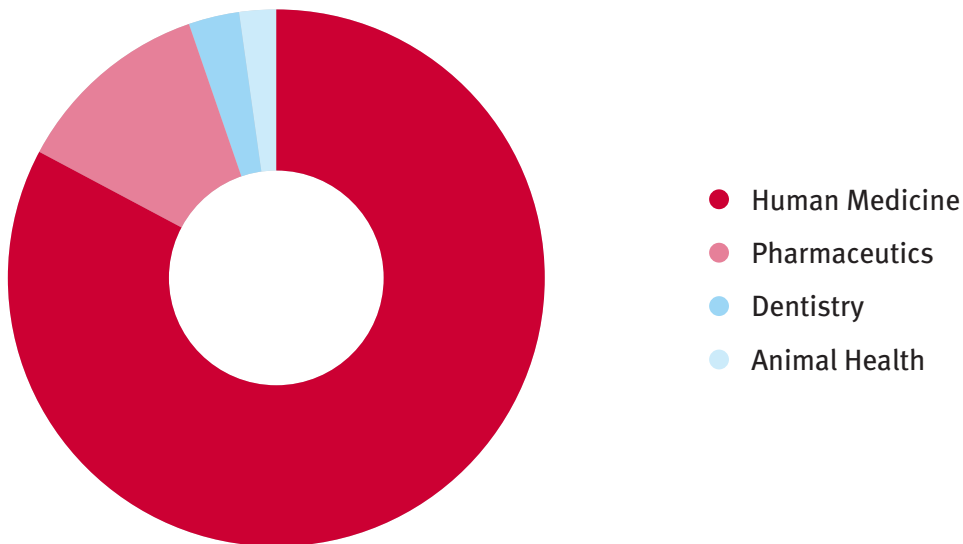
6. Field of Activity - Pharmacists (n= 79,425)

Field of Activity	Number	Percentage
Pharmacy	45,026	56.69%
Hospital	7,777	9.79%
Pharmaceutical Industry	6,790	8.55%
Science and Research	2,251	2.83%
Other	17,581	22.14%



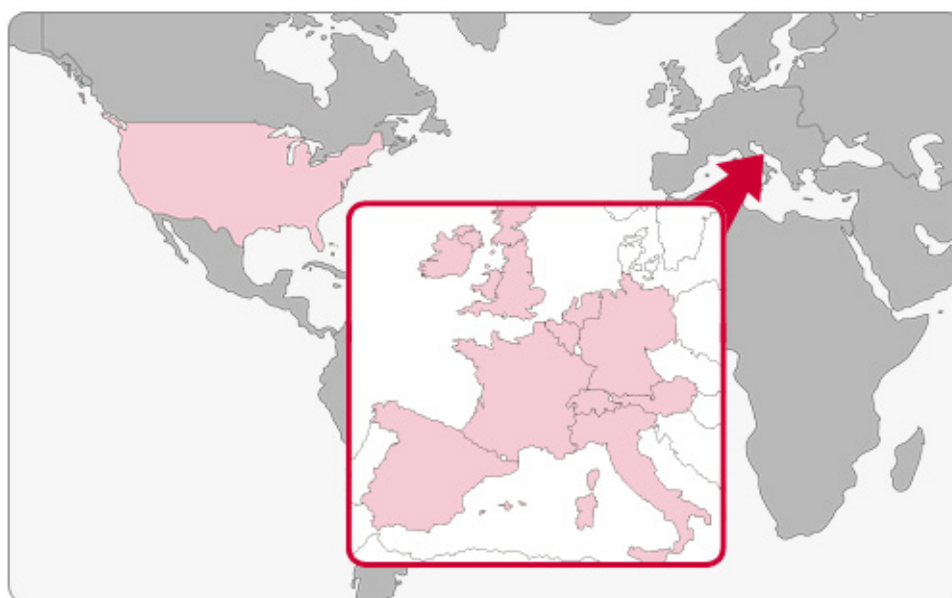
7. Field of Study - Student (n= 117,720)

Field of Study	Number	Percentage
Human Medicine	97,674	82.97%
Pharmaceutics	14,093	11.97%
Dentistry	3,547	3.01%
Animal Health	2,406	2.04%



8. Geographical Distribution - Countries (n= 803,562)

Countries	Number	Percentage
Germany	597,919	74.41%
Belgium	48,590	6.05%
Switzerland	38,729	4.82%
France	23,838	2.97%
Austria	23,618	2.94%
Italy	12,352	1.54%
Spain	10,103	1.26%
United Kingdom	7,105	0.88%
USA	6,287	0.78%
Netherlands	3,805	0.47%
Other	31,216	3.88%



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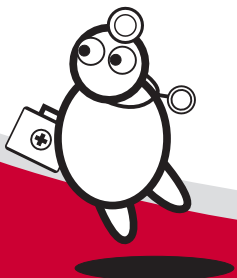
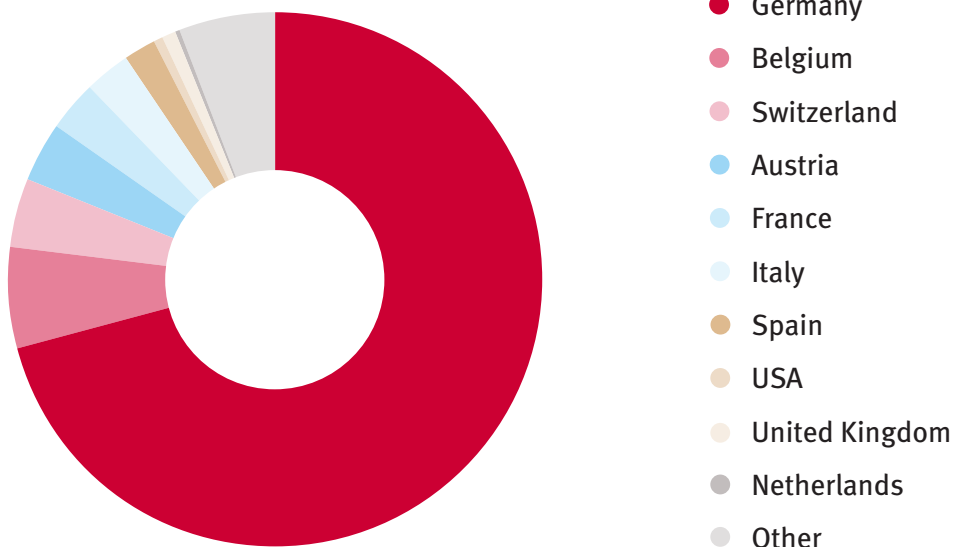
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8.a Geographical Distribution - Physicians (n= 288,935)

Countries	Number	Percentage
Germany	203,789	70.53%
Belgium	19,036	6.59%
Switzerland	12,622	4.37%
France	12,252	4.24%
Austria	9,540	3.30%
Italy	7,444	2.58%
Spain	5,261	1.82%
United Kingdom	2,172	0.75%
USA	2,103	0.73%
Netherlands	1,322	0.46%
Other	13,394	4.64%



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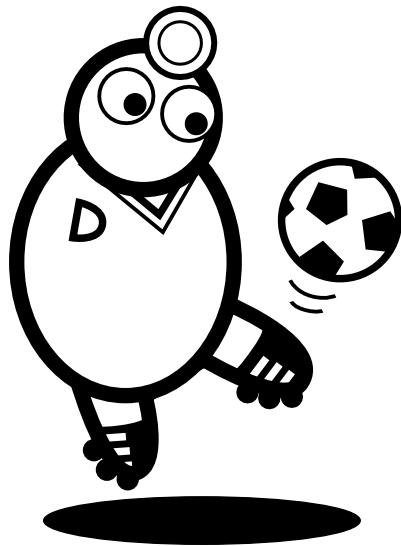
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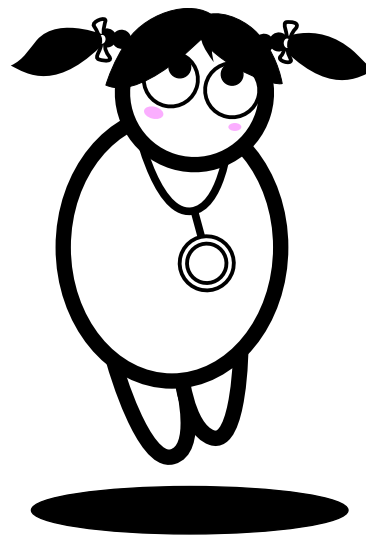
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9. Demographic Structure (n= 803,562)

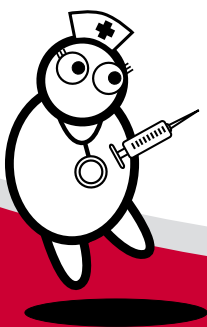
Gender	Number	Percentage
Male	424,102	52.78%
Female	379,460	47.22%



52.78%



47.22%



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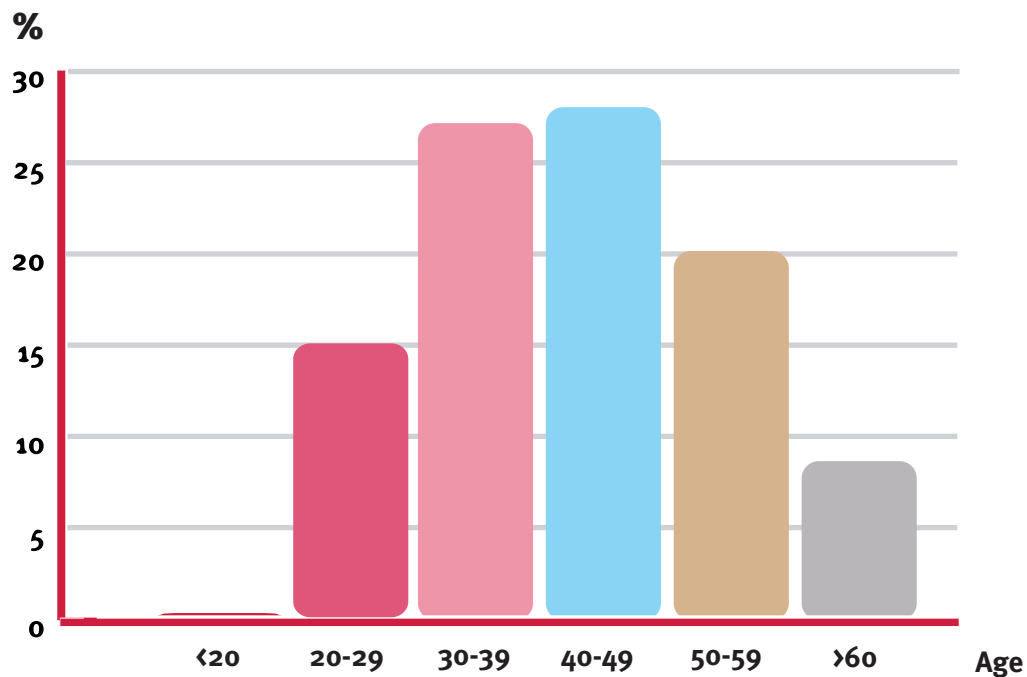
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10. Age Distribution (n= 803,562)

Age	Number	Percentage
< 20	1,350	0.17%
20-29	118,102	14.70%
30-39	217,800	27.10%
40-49	221,450	27.56%
50-59	166,490	20.72%
> 60	78,370	9.75%



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11. Your Contact

If you have any further questions, please feel free to contact us!



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