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**From:** Pyfer, Andy [/O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=APYFER]  
**Sent:** 1/4/2005 8:59:19 AM  
**To:** Castagno, Paula [pcastagn@cephalon.com]; Robinson, Dean [drobinso@cephalon.com]; Terifay, Terrence [tterifay@cephalon.com]  
**CC:** Winkelman, Dan [dwinklem@cephalon.com]  
**Subject:** FW: Cephalon Speaker Survey Responses Final 12-20  
**Attachments:** Cephalon Speaker Survey Responses Final 12-20 Revised.ppt

Team—

Please make sure you're present at the market research meeting this Thursday at 10am. Dan will be reviewing the research described below. This will certainly have implications on our upcoming speaker training meetings.

Andy

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**From:** Winkelman, Dan  
**Sent:** Monday, January 03, 2005 5:51 PM  
**To:** Thatcher, Jerri Ann; Ferry, Shawn; Pyfer, Andy  
**Cc:** Brookes, Lynne; Solomon, Mark; Robinson, Wendy; Savage, Virginia  
**Subject:** Cephalon Speaker Survey Responses Final 12-20

Brand Directors -

Attached is the speaker survey results completed by Insiteresearch for Actiq, Provigil and Gabitril. The purpose of this market research was to gain insights from our speaker bureau for the development of Cephalon sponsored events in 2005. Overall we had a very good response rate of 30%.

I will be setting up a meeting with each of you and your market research manager in a week to review these findings and also discuss any additional research that is needed (Andy we can discuss at Thur. meeting). If you would rather I discuss these findings with someone from your team that handles MEPs please let me know.

Several people in different departments approached me about adding additional questions into this research (sales ops, medical affairs) but we decided that this was not the right methodology for their research needs. I have communicated to them that we could discuss a more in-depth methodology if we decide to do additional market research in 2005. I would like your ideas on additional speaker research in 2005.

Thanks,

Dan



insiteresearch



# Cephalon Speaker Bureau Survey Summary Report

February 18, 2022

## Methodology Sample Population

- All 2004 approved Cephalon speakers who conducted three or more promotional MEP's in 2004

## Survey Delivery

- Each physician surveyed received an email stating:

Dear Dr. \_\_\_\_\_

Cephalon Pharmaceuticals has retained InsiteResearch to acquire information from their approved speaker bureau to drive their topics and training agenda for 2005. Your feedback is appreciated and is very valuable. Please note that your participation and responses will remain anonymous to Cephalon.

Your responses are very valuable and impact the information you will have to present next year, so please answer as completely as possible. In order to respect your time, there are only 5 questions to complete and they can be accessed by clicking the following link:

[Cephalon Survey](#)

On behalf of Cephalon we would like to thank you for taking time out of your day to assist in the development of the 2005 agenda.

Sincerely,  
InsiteResearch

## Survey Questions

1. What product specific topics did you present at Cephalon sponsored meetings in 2004 (including in response to questions from the audience) that you would like to continue to use next year?
2. What disease specific topics did you present at Cephalon sponsored meetings in 2004 (including in response to questions from the audience) that you would like to continue to use next year?
3. What product specific information do you feel you need in order to be effective at Medical Education Programs?
4. What disease specific information do you feel you need in order to be effective at Medical Education Programs?
5. Are there any other suggested improvements to Cephalon sponsored events?

## Handling of Responses

- Responses were exported from the website to Microsoft Excel
- Responses were then categorized into "buckets"
- Some responses were generic responses i.e. contained nothing more than the name of the product and thus were categorized as non-specific
- Many responses include multiple items which fit into multiple buckets
- Several respondents filled out answers for different brands under other brands i.e. we received Provigil responses under Gabitril etc.
- Lastly, because of the aforementioned items the sums of the individual buckets will be different than the total number of respondents for each question

## Response Rates

*(All questions were open ended question requiring a text entry answer)*

Product	Respondents	Population Size *	Response Rate
Actiq	16	65	24.61%
Gabitril	24	86	27.90%
Provigil	49	143	34.26%
Sum	89	294	30.27%

\* Based on approved brand speakers who conducted 3 or more MEPs in 2004 and had e-mail addresses on file

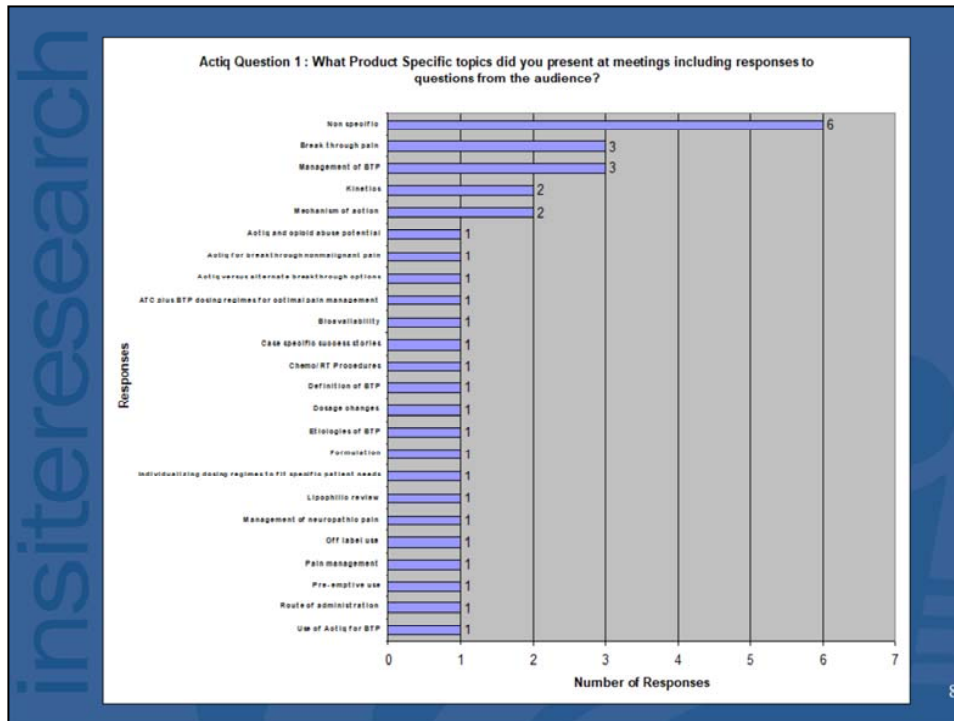
6

insiteresearch

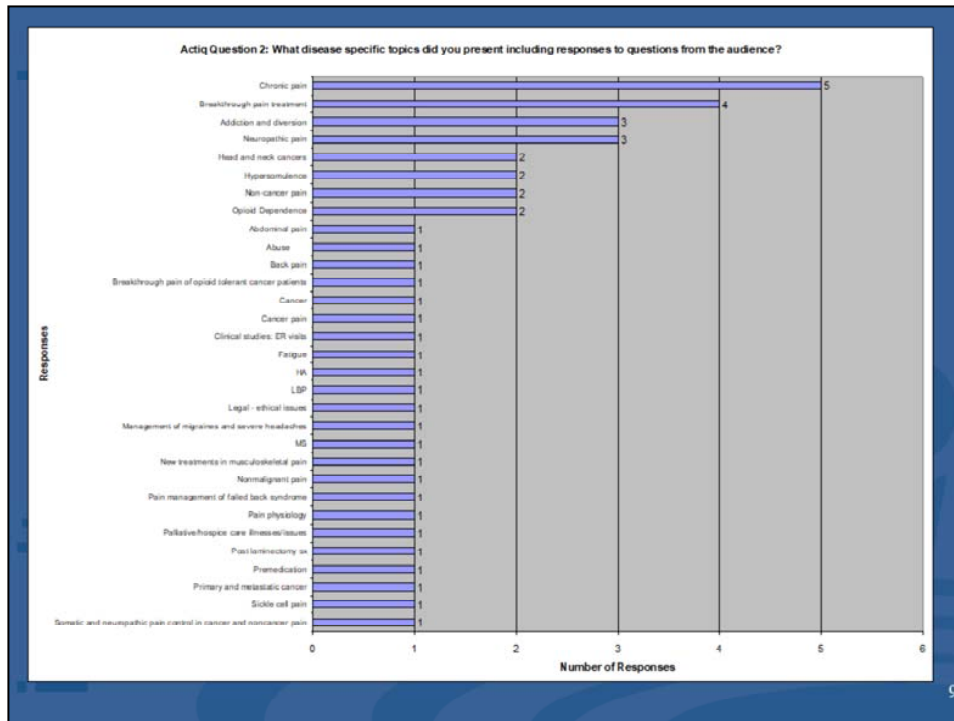
# Actiq Responses



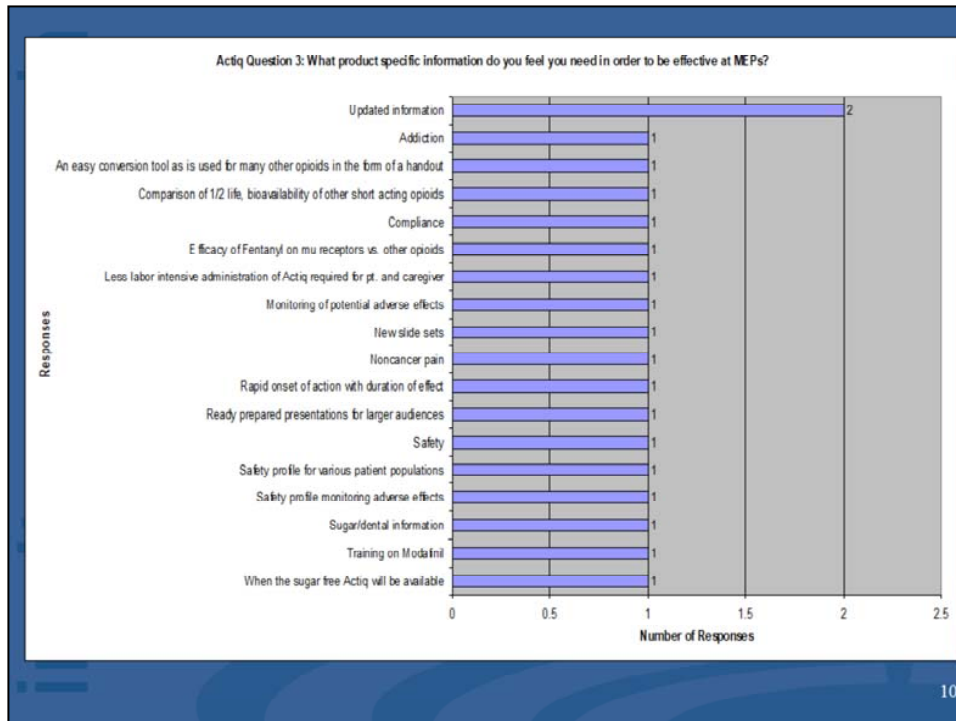




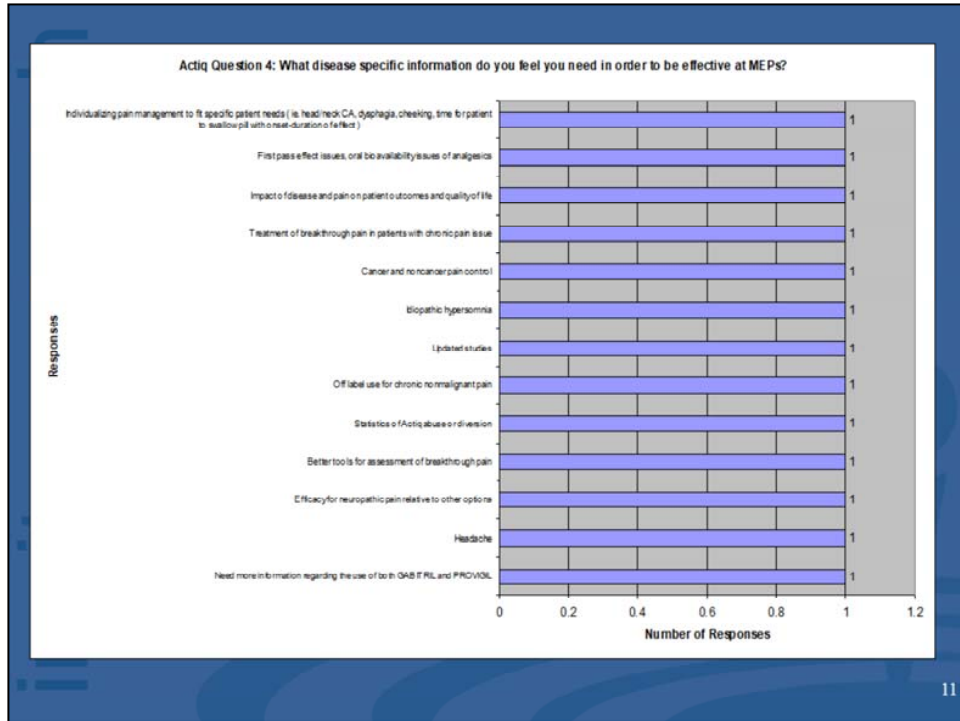
What product specific topics did you present at Cephalon sponsored meetings in 2004 (including in response to questions from the audience) that you would like to continue to use next year?



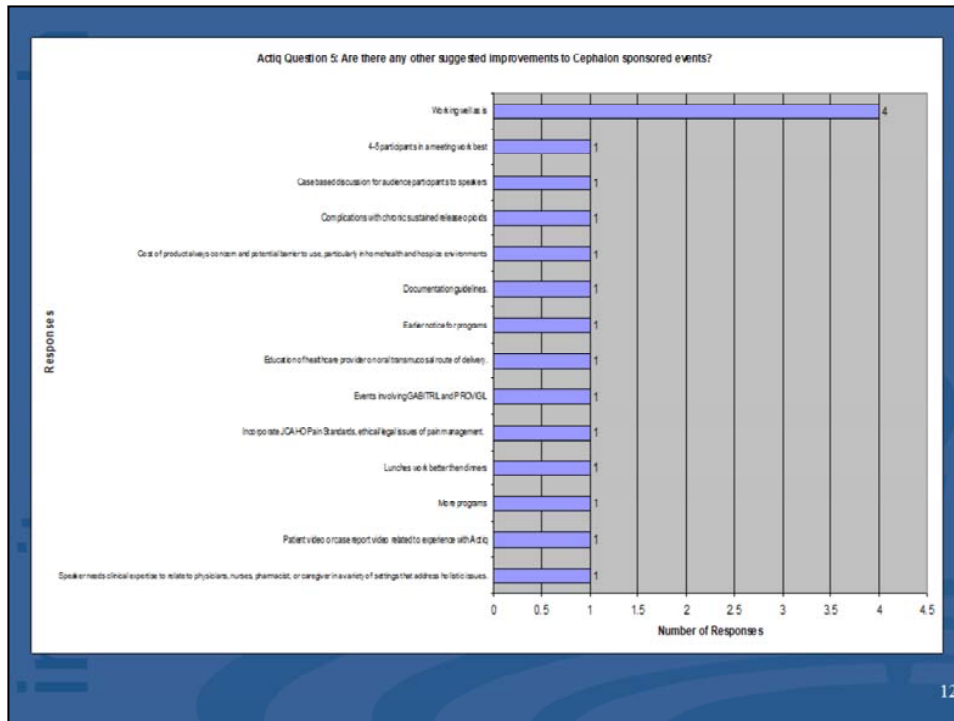
What disease specific topics did you present at Cephalon sponsored meetings in 2004 (including response to questions from the audience) that you would like to continue to use next year?



What product specific information do you feel you need in order to be effective at Medical Education Programs?



What disease specific information do you feel you need in order to be effective at Medical Education Programs?

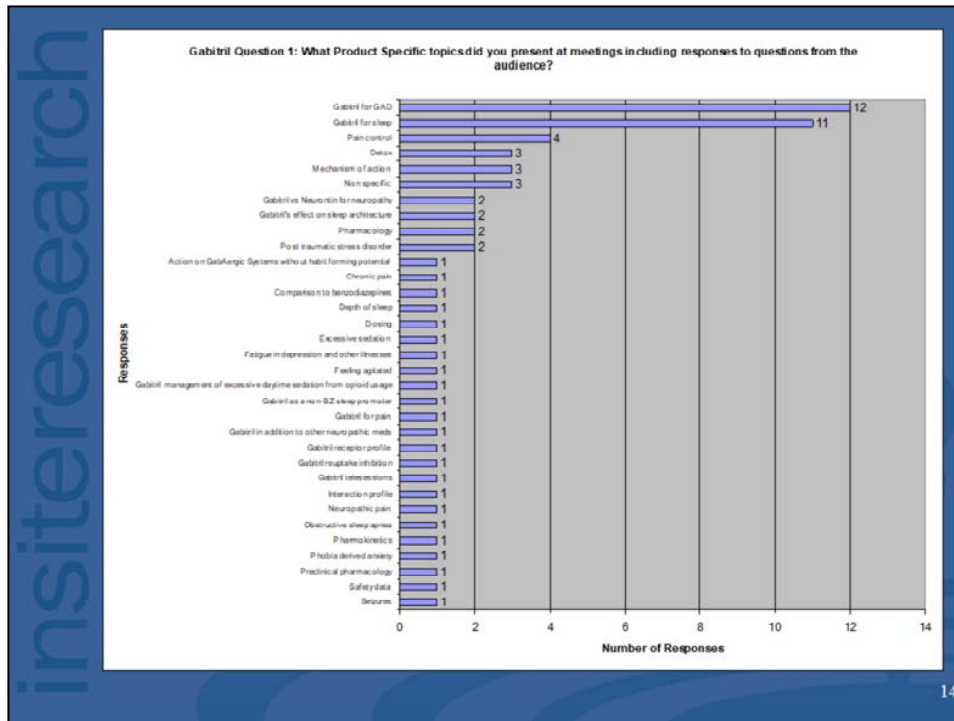


Are there any other suggested improvements to Cephalon sponsored events?

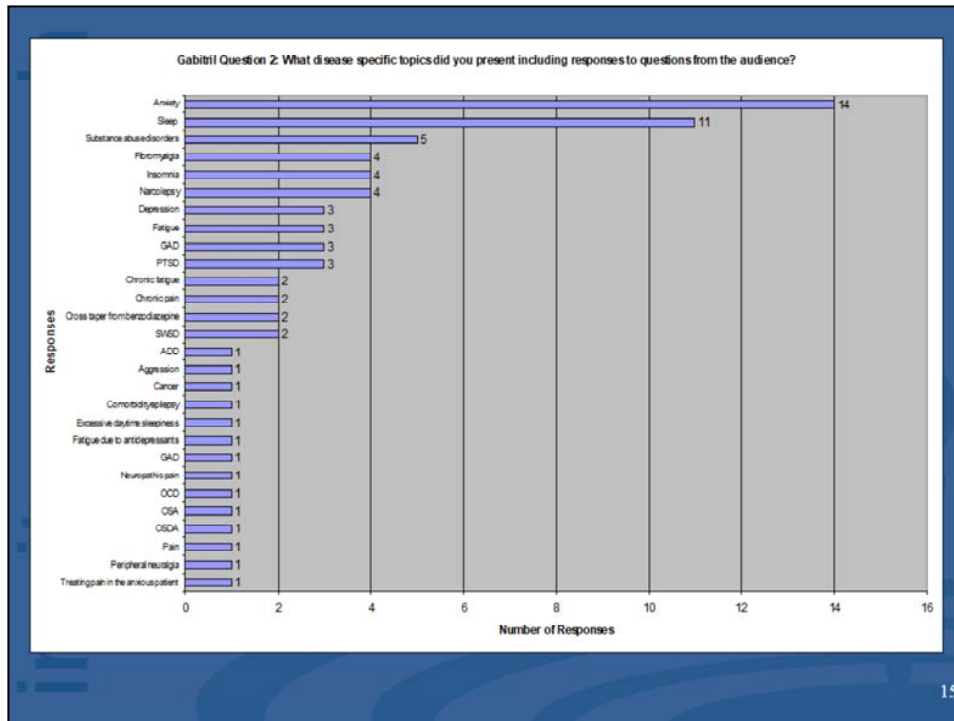
insiteresearch

## Gabitril Responses



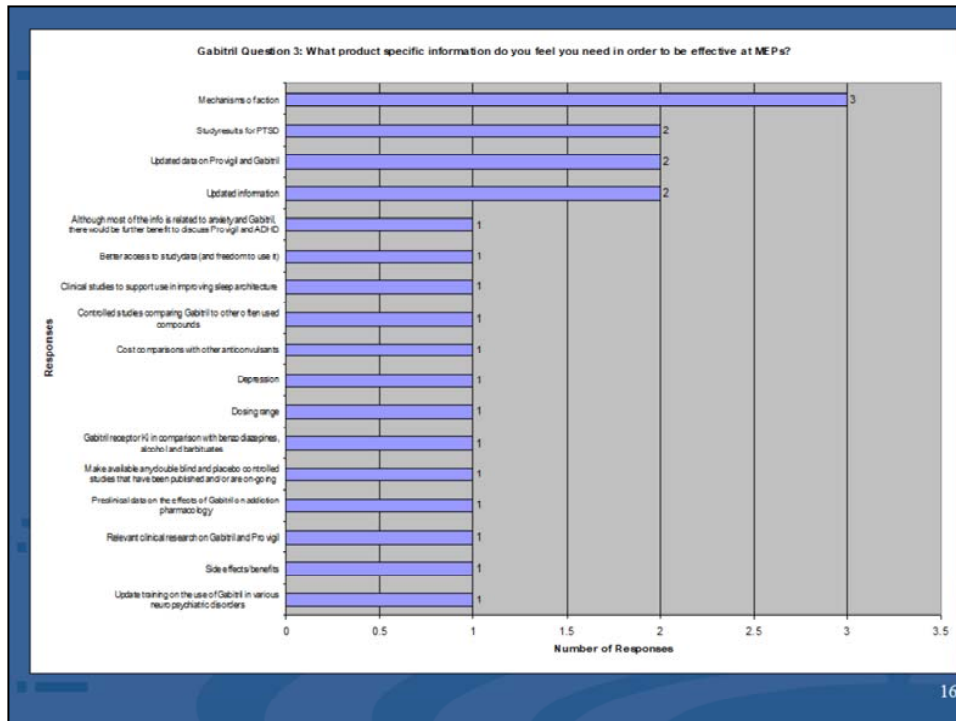


What product specific topics did you present at Cephalon sponsored meetings in 2004 (including in response to questions from the audience) that you would like to continue to use next year?

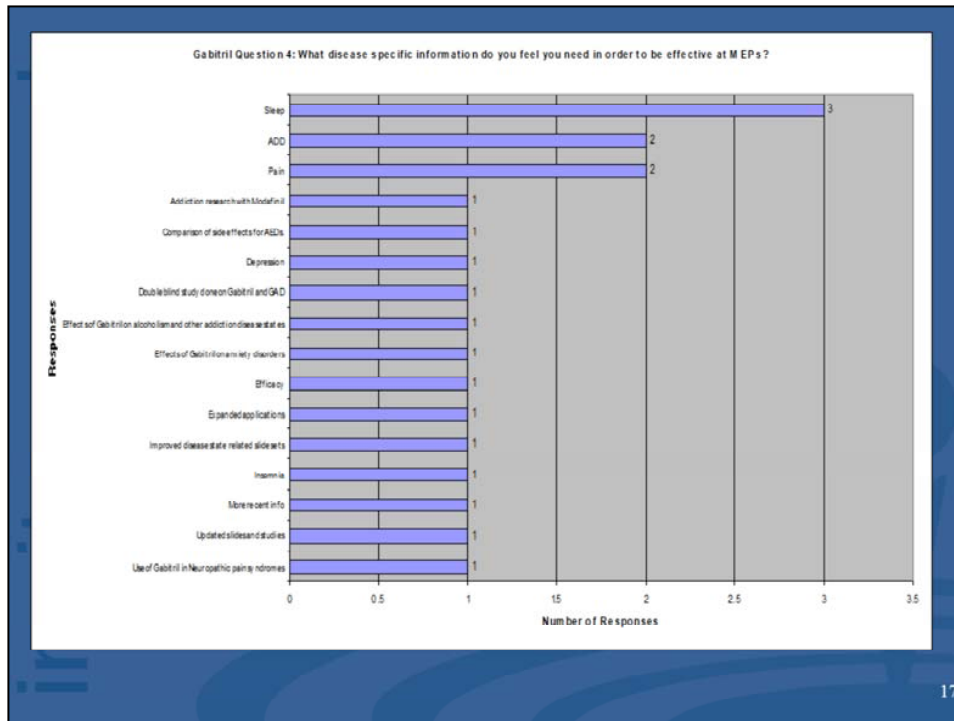


What disease specific topics did you present at Cephalon sponsored meetings in 2004 (including response to questions from the audience) that you would like to continue to use next year?

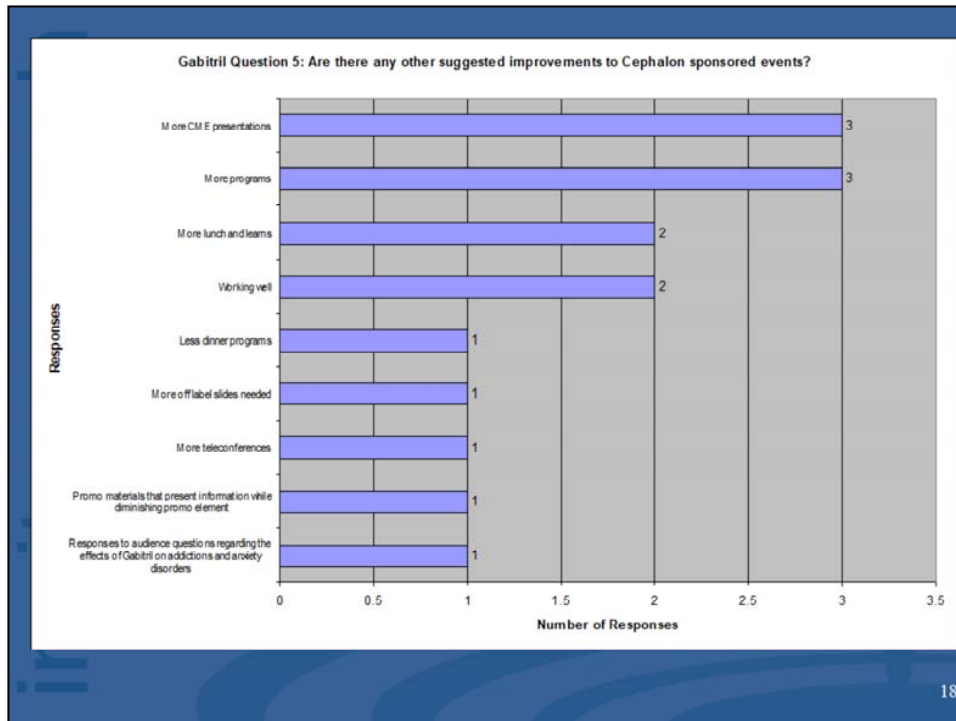




What product specific information do you feel you need in order to be effective at Medical Education Programs?



What disease specific information do you feel you need in order to be effective at Medical Education Programs?

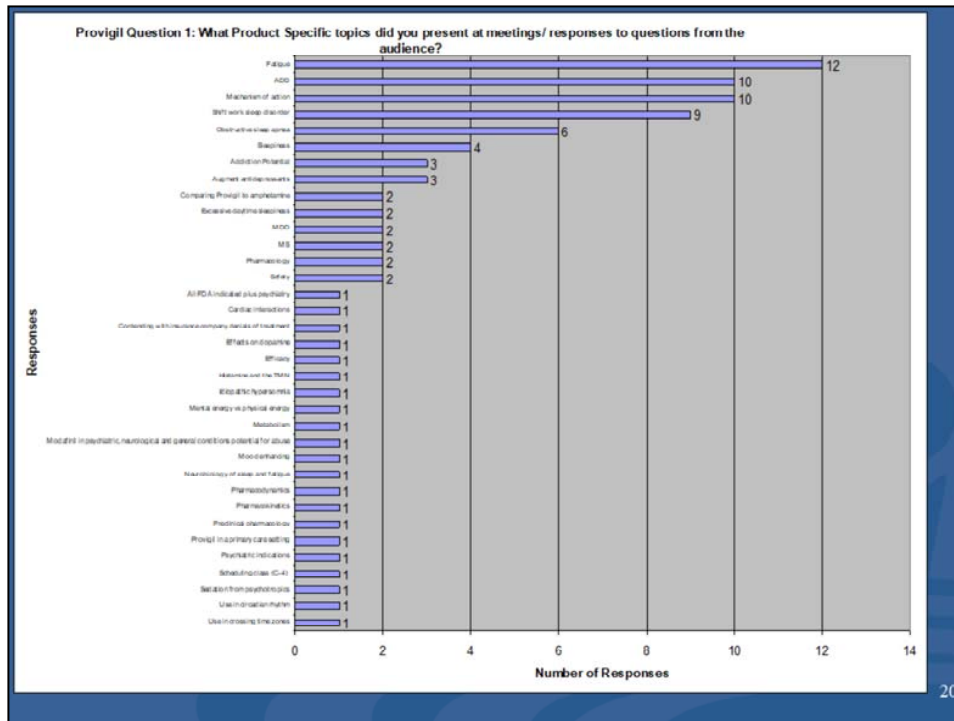


Are there any other suggested improvements to Cephalon sponsored events?

insiteresearch

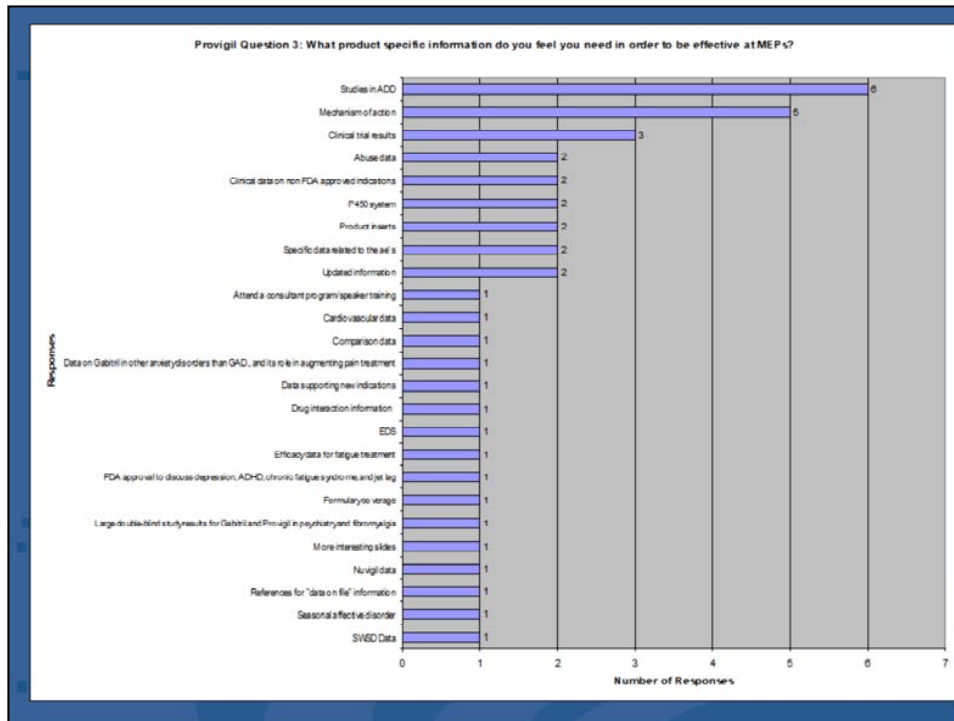
## Provigil Responses



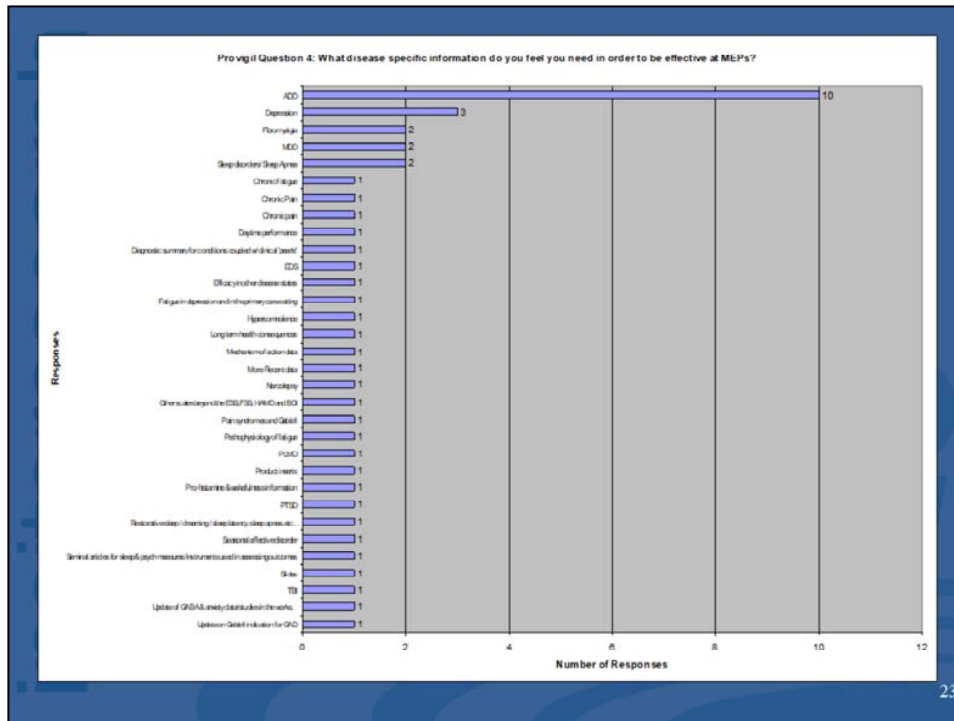


What product specific topics did you present at Cephalon sponsored meetings in 2004 (including in response to questions from the audience) that you would like to continue to use next year?



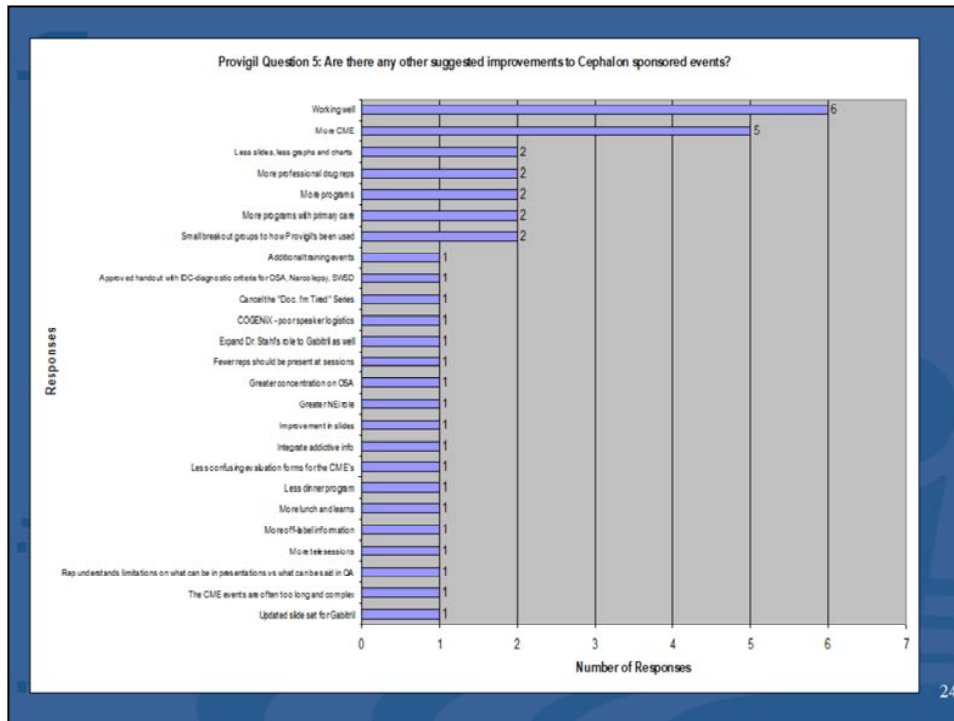


What product specific information do you feel you need in order to be effective at Medical Education Programs?



What disease specific information do you feel you need in order to be effective at Medical Education Programs?





Are there any other suggested improvements to Cephalon sponsored events?

# Document Produced in Native Format



# InsiteMatrix2 Next Gen Overview

June 14, 2004

# Secure SSL7 Login

IM2 - Microsoft Internet Explorer provided by Advanced Health Media

File Edit View Favorites Tools Help

Address <http://im2.insiteresearch.net/login.aspx>

History

- View Search
- 3 Weeks Ago
- 2 Weeks Ago
- Last Week
- Monday
- Tuesday
- Wednesday
- Today

insiteresearch

insite Research  
IM2 Terms of Use and Security Agreement:

The content of this website is proprietary and access and use is limited solely to our clients and authorized users. IM2 is a RSA SecureID 128bit SSL 2 factor use authentication web application. Any unauthorized attempt to access or use this website will be monitored and prosecuted to the fullest extent of the law.

The use of this website is subject to [Terms and Conditions](#) and a [Security and Privacy Policy](#). By accessing this website you are acknowledging that you have reviewed and agreeing to be bound by the Terms and Conditions and the Security and Privacy Policy. The Terms and Conditions govern the access and use of the website only and do not apply to the purchase of IM2 products or services.

The Terms and Conditions and Security and Privacy Policy may be changed from time to time by IM2 and posted on this website. You are responsible for reviewing the Terms and Conditions and Security and Privacy Policy and your continued access of this website constitutes your continued agreement to any modifications of same.

Enter your username & password

Username

Password

Login

Done

start Microsoft Active... MSN Today IM2 - Microsoft L... Inbox - Microsof... Inste Online - ML... Internet 8:07 AM

# Dashboard

ProjectSnapshot - Microsoft Internet Explorer provided by Advanced Health Media

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media

Address http://im2.insiteresearch.net/ProjectSummary/ProjectSnapshot.aspx

insiteresearch  
 Welcome Eric Johnson! Logout > Project Module  
 american pharma Choose a Project: Oncology 2003 > Physician Module  
 Search A Physician

Project Summary Project Assets Search Reporting Mapping Admin

Snapshot Status

Target Round					
Number of Nominees :	9,072	Number of Surveys Sent :	20,000	Target List :	1,633 18%
Number of Surveys Returned :	2,520	Undelivered Surveys :	2,000	Call Deck :	1,450 16%
% of Surveys Returned :	14%	Delivered Surveys :	18,000	Discovered :	7,439 82%
Influencer Round					
Number of Nominees :	1,224	Number of Surveys Sent :	9,072	Target List :	86 7%
Number of Surveys Returned :	408	Undelivered Surveys :	907	Call Deck :	102 8%
% of Surveys Returned :	5%	Delivered Surveys :	8,165	Discovered :	1,122 92%
Cumulative Round					
Number of Nominees :	10,296	Number of Surveys Sent :	29,072	Target List :	1,719 17%
Number of Surveys Returned :	2,928	Undelivered Surveys :	2,907	Call Deck :	1,552 15%
% of Surveys Returned :	11.19%	Delivered Surveys :	26,165	Discovered :	8,561 83%

start Microsoft Active... MSN Today ProjectSnapsho... Inbox - Microsof... Insite Online - Mi... Microsoft Power... Internet 8:10 AM

# Project Status

The screenshot shows a Microsoft Internet Explorer browser window displaying the Project Status page for 'Oncology 2003'. The page features a navigation menu with options like Project Summary, Project Assets, Search, Reporting, Mapping, and Admin. A table lists various project milestones and their completion dates.

Implementation Plan Completed	Approved 10/1/2003
Survey Created	Awaiting Approval
Cover Letter Created	Approved 10/15/2003
Survey Prep	Approved 10/15/2003
Survey Round 1 Wave Mailed	Awaiting Approval
Web Site Created	Approved 10/15/2003
Undelivered Mail Addresses Scrubbed	Approved 10/15/2003
Survey Round 1 Wave 2 Mailed	Awaiting Approval
Survey Round 2 Wave 1 Mailed	Approved 10/15/2003
Undelivered Mail Addresses Scrubbed	N/A
Survey Round 2 Wave 2 Mailed	Awaiting Approval
Final Report Created	N/A

# Project Assets

TargetList - Microsoft Internet Explorer provided by Advanced Health Media

Address: http://im2.insiteresearch.net/ProjectAssets/TargetList.aspx

insiteresearch  
 Welcome Eric Johnson! Logout > Project Module  
 americanpharma Choose a Project: Oncology 2003 > Physician Module  
 Search A Physician

Project Summary Project Assets Search Reporting Mapping Admin  
 Target List Survey Contact Info

Last Name	First Name	Direct Nominations	Rating	Total Influence	Specialty	Address 1	Address 2	City	State	Zp	Region	Meded	Group	Market Rating	Dece
Abayomi	Olubunmi	14	53	22	Oncology (Cancer)	401 College St	PO Box 980058	Richmond	VA	23298 1				178	10
Aboulafia	David	3	10	4	Oncology (Cancer)			Seattle	WA	98199 16				74	10
Abraham	Rajan	4	15	7	Oncology (Cancer)			Bridgeport	WV	26330 11				106	10
Abraham	Jame	4	15	7	Oncology (Cancer)	Hematology/Oncology	Robt C Byrd Hlth Sci Ctr	Morgantown	WV	26506 6				100	10
Abrams	Paul	3	10	4	Oncology (Cancer)	410 W Harrison St		Seattle	WA	98119 15				62	10
Abu-Hajir	Majed	8	31	17	Oncology (Cancer)	Med College Of Wisconsin	9200 W Wisconsin Ave	Milwaukee	WI	53226 12				161	10
Adair	Stuart	3	12	4	Oncology (Cancer)	900 S Webster Ave		Green Bay	WI	54301 4				70	10
Adam	Steven	3	10	4	Oncology (Cancer)			Seattle	WA	98105 8				71	10
Adams	Denise	17	60	22	Oncology (Cancer)			Williston	VT	05495 15				186	10
Adeli Sardo	Manouchehr	8	31	12	Oncology (Cancer)			Milwaukee	WI	53202 5				139	10
Ahlgren	J	2	8	3	Oncology (Cancer)			Mc Lean	VA	22101 2				49	10
Ahmed	Safique	4	15	6	Oncology (Cancer)			Charleston	WV	25309 3				92	10
Ahmed	Muhammad	4	16	6	Oncology (Cancer)	1027 Frederick St		Bluefield	WV	24701 17				93	10
Ahuja	Neeta	2	8	4	Oncology (Cancer)			Fairfax	VA	22033 8				60	10
Ahuja	Harish	4	16	9	Oncology (Cancer)			Wausau	WI	54401 11				117	10
Al-Akashah	Marwan	7	28	10	Oncology (Cancer)			Milwaukee	WI	53226 2				132	10
Albertini	Mark	3	11	4	Oncology (Cancer)	K4/414 C9C Univ Of Wi	600 Highland Ave	Madison	WI	53792 2				71	10
Albertson	Tina	3	10	4	Oncology (Cancer)			Seattle	WA	98102 14				74	10
Alexander	Burton	3	9	3	Oncology (Cancer)			Virginia Beach	VA	23454 13				39	10
Alguire	Kathryn	17	65	24	Oncology (Cancer)			Wilder	VT	05088 12				188	10
Ali	Mohammed	2	8	3	Oncology (Cancer)			Midlothian	VA	23113 17				36	10
Altaha	Ramin	4	15	5	Oncology (Cancer)			Morgantown	WV	26505 11				81	10
Anasetti	Claudio	2	8	4	Oncology (Cancer)			Mercer Island	WA	98040 11				63	10
Anderson	Norwood	7	27	10	Oncology (Cancer)	5000 W Chambers St	Ste P-107	Milwaukee	WI	53210 4				131	10
Andrews	Robert	3	10	4	Oncology (Cancer)	4800 Sand Point Way Ne		Seattle	WA	98105 17				74	10
Antabi	Bassem	2	8	3	Oncology (Cancer)			Falls Church	VA	22041 4				47	10
Anthony	Stephen	2	8	3	Oncology (Cancer)			Colbert	WA	99005 9				51	10
Appelbaum	Frederick	3	10	4	Oncology (Cancer)			Seattle	WA	98105 17				59	10
Armstrong	Samuel	2	8	3	Oncology (Cancer)	PO Box 5127		Everett	WA	98206 5				43	10

start Microsoft Active... MSN Today TargetList - Mic... Inbox - Microsof... Microsoft Power... Spysweeper Internet 8:12 AM

# Search & Query

insiteresearch

PhysicianSearch - Microsoft Internet Explorer provided by Advanced Health Media

File Edit View Favorites Tools Help

Address http://insiteresearchdev/Physician/PhysicianSearch.aspx

History

- View Search
- 3 Weeks Ago
- 2 Weeks Ago
- Last Week
- Monday
- Tuesday
- Wednesday
- Today

insiteresearch

Welcome Eric Johnson! Logout > Project Module

gsk ClavoSmithKline Choose a Project: GSK Oncology > Physician Module

Search A Physician Search > Advanced Search

Project Summary Project Assets Search Reporting Mapping My Profile Admin

Nominee Search  Target Search  All Physicians

To search, select a column from the list of Column Names. Then, pick from the list of operators and choose a value. Finally, click Add Filter to add your filter to the search and click the Search button.

And/Or: and

Column Name: Region

Operator/Value: equals South Central

Add Filter Cancel

And/Or	Column Name	Operator	Filter Value
X	Combined Nomination Count	is greater than	5

Search

Done Local Intranet

start Microsoft Active... MSN Today PhysicianSearch... Inbox - Microsof... Microsoft Power... Spysweeper PhysicianSearch... 8:16 AM



# Search Results

The screenshot displays a web application interface for 'insiteresearch'. The main content area shows a table of search results for nominees. The table has the following columns: Full Name, Combined Direct Nominations, Combined Secondary Nominations, Combined Tertiary Nominations, Combined Rating, and Combined Nomination Count. The results are sorted by Combined Rating in descending order.

Full Name	Combined Direct Nominations	Combined Secondary Nominations	Combined Tertiary Nominations	Combined Rating	Combined Nomination Count
Leichman, Lawrence	1	5	0	13	6
Weber, Jeffrey	4	2	0	16	6
Lara, Primo	5	1	0	17	6
Rugo, Hope	5	1	0	17	6
Linker, Charles	4	1	1	15	6
Kosty, Michael	6	0	0	18	6
Kipps, Thomas	6	1	0	20	7
Lenz, Heinz	5	2	0	19	7
Garcia, Agustin	1	5	1	14	7
Figlin, Robert	5	1	1	18	7
Inbal, Syma	1	1	4	9	7
Dillman, Robert	8	0	0	24	8
Selby, Richard	1	5	2	15	8
Beart, Robert	1	5	2	15	8
Nathwani, Bharat	1	1	1	6	8
Levy, Ronald	4	6	0	24	10
Russell, Christy	2	2	5	15	10
Small, Eric	6	4	0	26	10
Martino, Silvana	2	3	5	17	11
Rosen, Peter	9	1	1	30	11
Glaspy, John	8	2	1	29	11

The interface also includes a search filter panel on the left with options for 'Nominee Search', 'Target Search', and 'All Physicians'. The filter panel shows a search criteria of 'and' with columns 'Combined Nomination Count' and 'State'. The main window title is 'PhysicianSearch - Microsoft Internet Explorer provided by Advanced Health Media'. The browser address bar shows 'http://insiteresearchdev/Physician/PhysicianSearch.aspx'. The taskbar at the bottom shows the Windows start button and several open applications including 'Microsoft Active...', 'PhysicianSearch...', 'Inbox - Microsof...', 'Microsoft Power...', 'Spysweeper', and 'Nominees - Micr...'. The system tray shows the time as 8:20 AM.

# Reporting

The screenshot shows a web browser window titled "ReportCatalog - Microsoft Internet Explorer provided by Advanced Health Media". The address bar shows the URL "http://insiteresearchdev/Reporting/ReportCatalog.aspx". The browser's history and search panels are visible on the left. The main content area features the "insiteresearch" logo and a navigation menu with options like "Project Summary", "Project Assets", "Search", "Reporting", "Mapping", "My Profile", and "Admin". The "Reporting" section is active, displaying a "Standard Report - Most Direct Nominations" with a description: "Unique nominee list report sorted descending by Direct Nominations." and buttons for "Run Report" and "New Report". The Windows taskbar at the bottom shows the Start button, several open applications, and the system tray with the time "8:24 AM".

# Custom Reports

insiteresearch

The screenshot shows the 'Insite Matrix - Report Designer' web application running in Microsoft Internet Explorer. The browser's address bar shows the URL: `http://insiteresearchdev/Reporting/ReportDesigner.aspx`. The application header includes the 'insiteresearch' logo, a user welcome message 'Welcome Eric Johnson!', and navigation tabs for 'Project Summary', 'Project Assets', 'Search', 'Reporting', 'Mapping', 'My Profile', and 'Admin'. The 'Reporting' tab is active, showing sub-tabs for 'View', 'Design', and 'Scheduler'. The main content area is titled 'New Report' and features a list of 'Available Columns' with checkboxes: 'Physician Specialty', 'Primary Specialty', 'Region', 'Residency Training' (checked), 'Round 1 Direct Nominations', and 'Round 1 Nomination Count'. Below this is a 'Report Designer' section with a table of column headers: 'Address 1', 'Address 2', 'Address Label', 'CID', 'City', 'Combined Secondary Nominations', 'Combined Tertiary Nominations', 'Email Address', 'Full Name', 'Graduation Year', 'Medical School', and 'Residency Training'. The instruction 'Drag a column header from below here to group by that column' is present above the table. At the bottom of the main area are 'Save Report' and 'Save/Run Report' buttons. The Windows taskbar at the bottom shows the 'start' button, several open applications (Microsoft Active..., Inbox - Microsof..., Microsoft Power..., Spysweeper, Insite Matrix - R...), and the system tray with the time '8:26 AM' and 'Local intranet'.

# Automated Reporting

The screenshot displays a web browser window titled "Insite Matrix - Reporting - Microsoft Internet Explorer provided by Advanced Health Media". The address bar shows the URL "http://insiteresearchdev/Reporting/ReportScheduler.aspx". The browser's history sidebar on the left lists recent visits: "3 Weeks Ago", "2 Weeks Ago", "Last Week", "Monday", "Tuesday", "Wednesday", and "Today".

The application interface includes a header with the "insiteresearch" logo and a navigation menu with options: "Project Summary", "Project Assets", "Search", "Reporting", "Mapping", "My Profile", and "Admin". The "Reporting" menu is expanded, showing sub-options: "View", "Design", and "Scheduler".

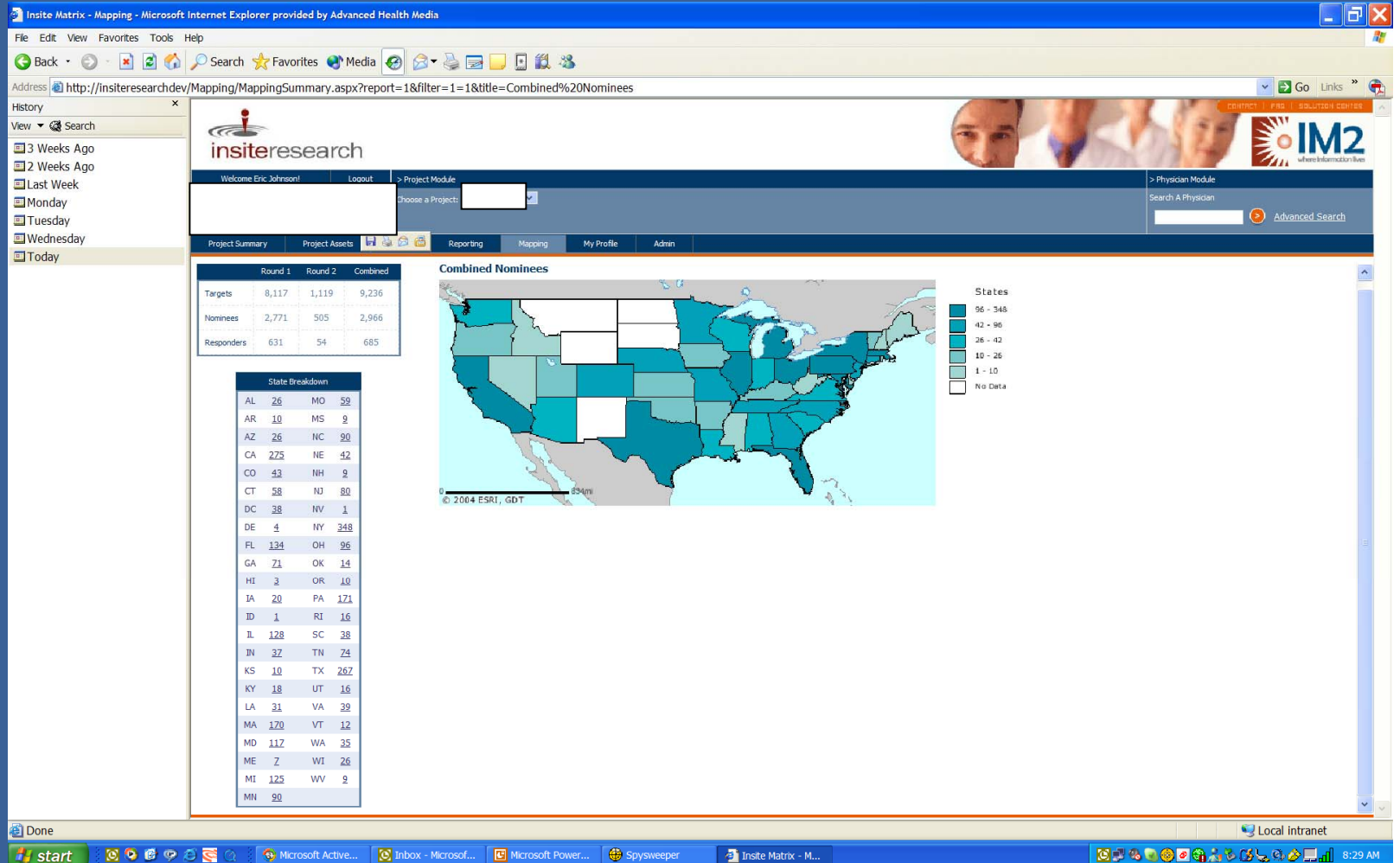
The main content area is titled "New Scheduled Report" and contains the following form fields:

- Report: Most Direct Nominations
- Increment: Daily
- Time: 8:00 AM

Buttons for "Save" and "Cancel" are located below the form fields. The top right of the application shows a user greeting "Welcome Eric Johnson!", a "Logout" link, and a "Project Module" dropdown menu currently set to "GSK Oncology". A search bar for "Physician" is also present.

The Windows taskbar at the bottom shows the Start button, several open applications (Microsoft Active..., Inbox - Microsof..., Microsoft Power..., Spysweeper, Insite Matrix - R...), and the system tray with the time "8:29 AM" and "Local Intranet" indicator.

# Geo Mapping on Demand



# User Management

insiteresearch

The screenshot displays the 'User Management' interface within a Microsoft Internet Explorer browser window. The browser's address bar shows the URL `http://insiteresearchdev/Admin/UserManagement.aspx`. The application header includes the 'insiteresearch' logo, a 'Welcome Eric Johnson!' message, and a 'Project Module' dropdown menu. A navigation menu at the top contains links for 'Project Summary', 'Project Assets', 'Search', 'Reporting', 'Mapping', 'My Profile', and 'Admin'. The 'Admin' menu is expanded to show 'User Management', 'Project Security', 'Geographic Security', 'Application Settings', and 'Reports'. The main content area is titled 'Add User Group' and features a 'User Groups' sidebar with a 'Users' link. The 'Add User Group' form includes input fields for 'Group Name' and 'Description'. Below these are two columns: 'Available Users' and 'Assigned Users', with buttons for 'Add >>', '<< Remove', 'Add All >>', and 'Remove All <<'. An 'Add Group' button is located at the bottom of the form. The browser's status bar at the bottom shows the time as 8:31 AM and the location as 'Local Intranet'.

# Usage Reports

The screenshot shows the 'Admin Reports' section of the Insiteresearch application. The main content area is titled 'Summary Statistics' and displays the following data:

Category	Value
Hits Today	0
Hits this Week	0
Hits this Month	0
Hits this Year	0
Total Hits	0
Avg Hits per Day	
Avg Hits per Week	
Avg Hits per Month	
Avg Hits per Year	
Visitors Today	0
Visitors this Week	0
Visitors this Month	0
Visitors this Year	0
Total Visitors	0

The interface also features a left-hand navigation menu with options like 'Hits by Hour', 'Hits by Month', 'Platform Statistics', 'Browser Statistics', 'Screen Resolution', 'Screen Color Depth', 'Javascript Version', and 'Overall Usage'. The top navigation bar includes 'Project Summary', 'Project Assets', 'Search', 'Reporting', 'Mapping', 'My Profile', and 'Admin'. The 'Admin' section is further divided into 'User Management', 'Project Security', 'Geographic Security', 'Application Settings', and 'Reports'.

# Detailed Profiles of Top Nominees

Profile - Microsoft Internet Explorer provided by Advanced Health Media

**Beth Ann Erickson** [CLOSE]

Profile | Tree | Polling | RX Data | Library | Education | Map

<b>PP-ID</b>	<b>Address 1</b>	
3700460	8700 W Wisconsin Ave	
<b>Last Name</b>	<b>Address 2</b>	
Erickson		
<b>First Name</b>	<b>City</b>	<b>State</b>
Beth	Milwaukee	WI
<b>Direct Nominations</b>	<b>Zip</b>	<b>Region</b>
98	53226	Midwest
<b>Rating</b>	<b>Meded</b>	<b>Group</b>
384	510172096	
<b>Total Influence</b>	<b>IMS ID</b>	<b>RX Volume</b>
146		
<b>Specialty</b>	<b>Market Rating</b>	
ONC	536	



# Graphic Illustrations of Trees of Influence

Profile - Microsoft Internet Explorer provided by Advanced Health Media

**Beth Ann Erickson** [CLOSE]

Profile Tree Polling RX Data Library Education Map

Beth Erickson	
Address	
8700 W Wisconsin Avenue Milwaukee, WI 53226	

├──

Brian Johnson	
Address	Referrals
10945 Le Conte Avenue Los Angeles, CA 90095	• Chemotherapy Induced Nausea - Extremely Knowledgeable

├──

Matt Heidler	
Address	Referrals
1700 North Rose Avenue Suite 3 Oxnard, CA 93030	• Chemotherapy Induced Nausea - Extremely Knowledgeable

├──

Mark Soderberg	
Address	Referrals
243 March Street Ventura, CA 93003	• Chemotherapy Induced Nausea - Frequently Discuss Topics and Issues

├──

Kim Ingram	
Address	Referrals

# Individual Answers to Polling Questions

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**Beth Ann Erickson** [CLOSE]

Profile Tree Polling RX Data Library Education Map

Questions	Results
Phone calls to those physicians whom you find extremely knowledgeable and whose opinions you trust	3
Phone calls to those colleagues with whom you frequently discuss topics and issues	2
Face to face meetings with those physicians whom you find extremely knowledgeable and whose opinions you trust	4
Face to face meetings with those colleagues with whom you frequently discuss topics and issues	3
Literature	4
ASCO (American Society of Clinical Oncology)	5
Regional ASCO reviews	2
San Antonio Breast Cancer Meeting	1
Other meetings	4
Standing orders at my local institution	3

Thinking of the patients you most frequently treat, what percentage of those patients are treated for the following

Questions	Results
Breast	15
Lung	20
-	-

# Physician Libraries

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**Beth Ann Erickson** [CLOSE]

Profile Tree Polling RX Data Library Education Map

1: [No authors listed]  
Anoxia secondary to myocardial infarction. Chiuli, S.J., Smith J.E., Wellborn, J.W., Romanic, RL. & Rhodes J.M. Health South Rehabilitation Hospital & University of New Mexico, Albuquerque, New mexico.  
*Arch Clin Neuropsychol* 1990, 5(2) 161 No abstract available.  
PMID: 14592022[PubMed - as supplied by publisher]

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Anoxia secondary to myocardial infarction. Chiuli, S.J., Smith J.E., Wellborn, J.W., Romanic, RL. & Rhodes J.M. Health South Rehabilitation Hospital & University of New Mexico, Albuquerque, New mexico.  
*Arch Clin Neuropsychol* 1990, 5(2) 161 No abstract available.  
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*Arch Clin Neuropsychol* 1990, 5(2) 161 No abstract available.  
PMID: 14592022[PubMed - as supplied by publisher]

# Physician Education

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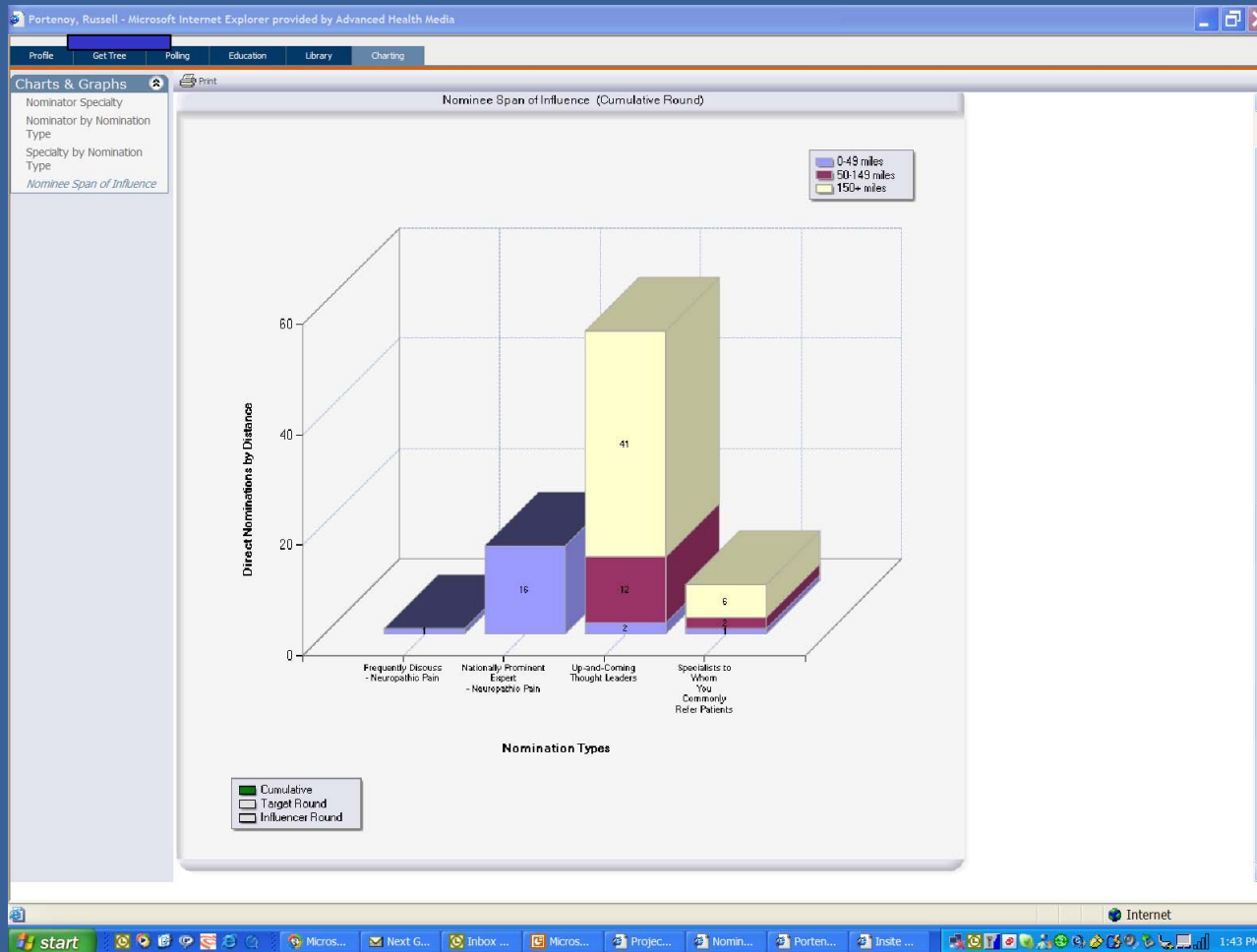
Profile Tree Polling RX Data Library Education Map

School Attended	Year Graduated
Med Coll Of Wi, Milwaukee WI 53226	1984

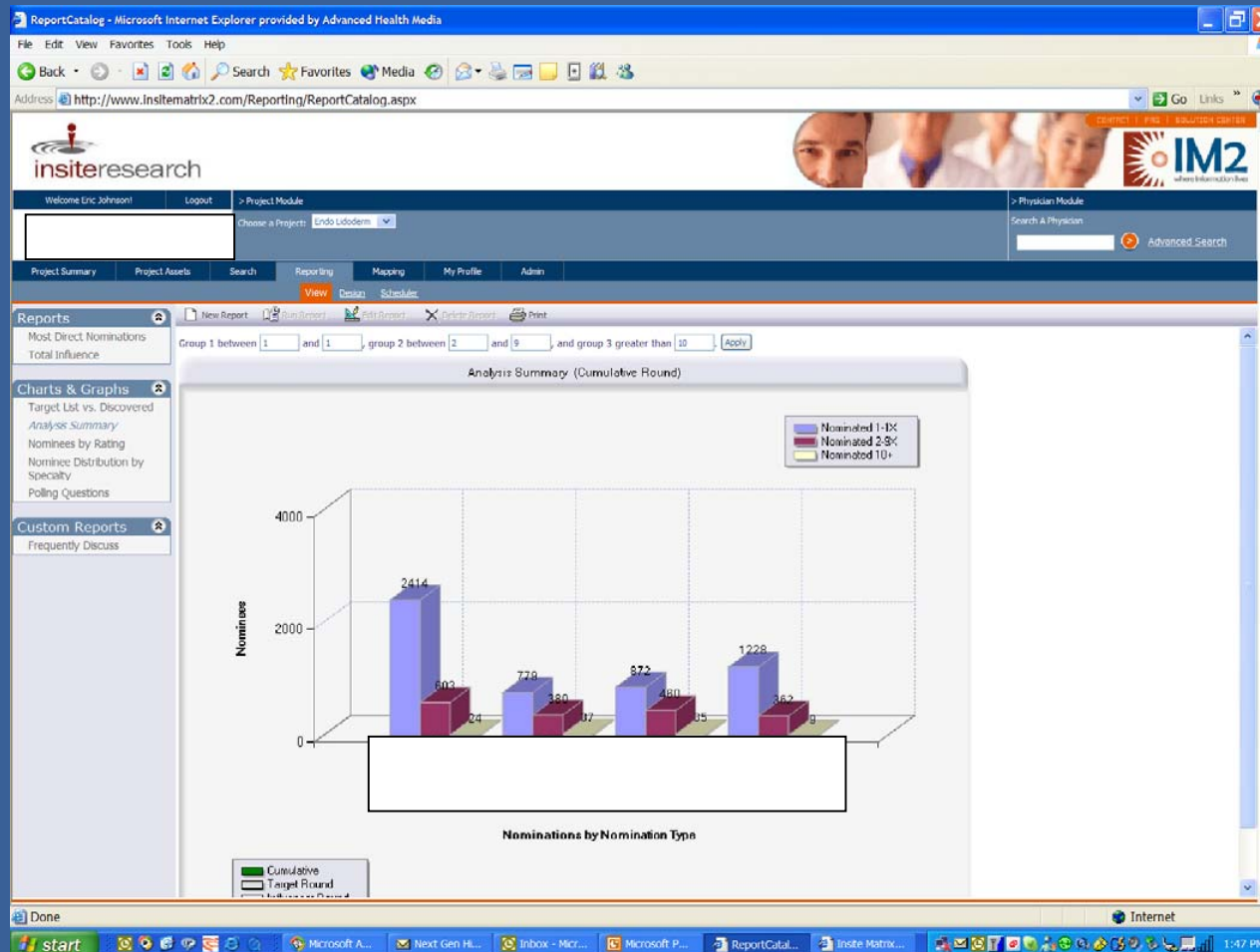
**Residency Training**

Med Coll Wi Affil Hosps, Radiation Oncology Med Coll Wi Affil Hosps, Therapeutic Radiology

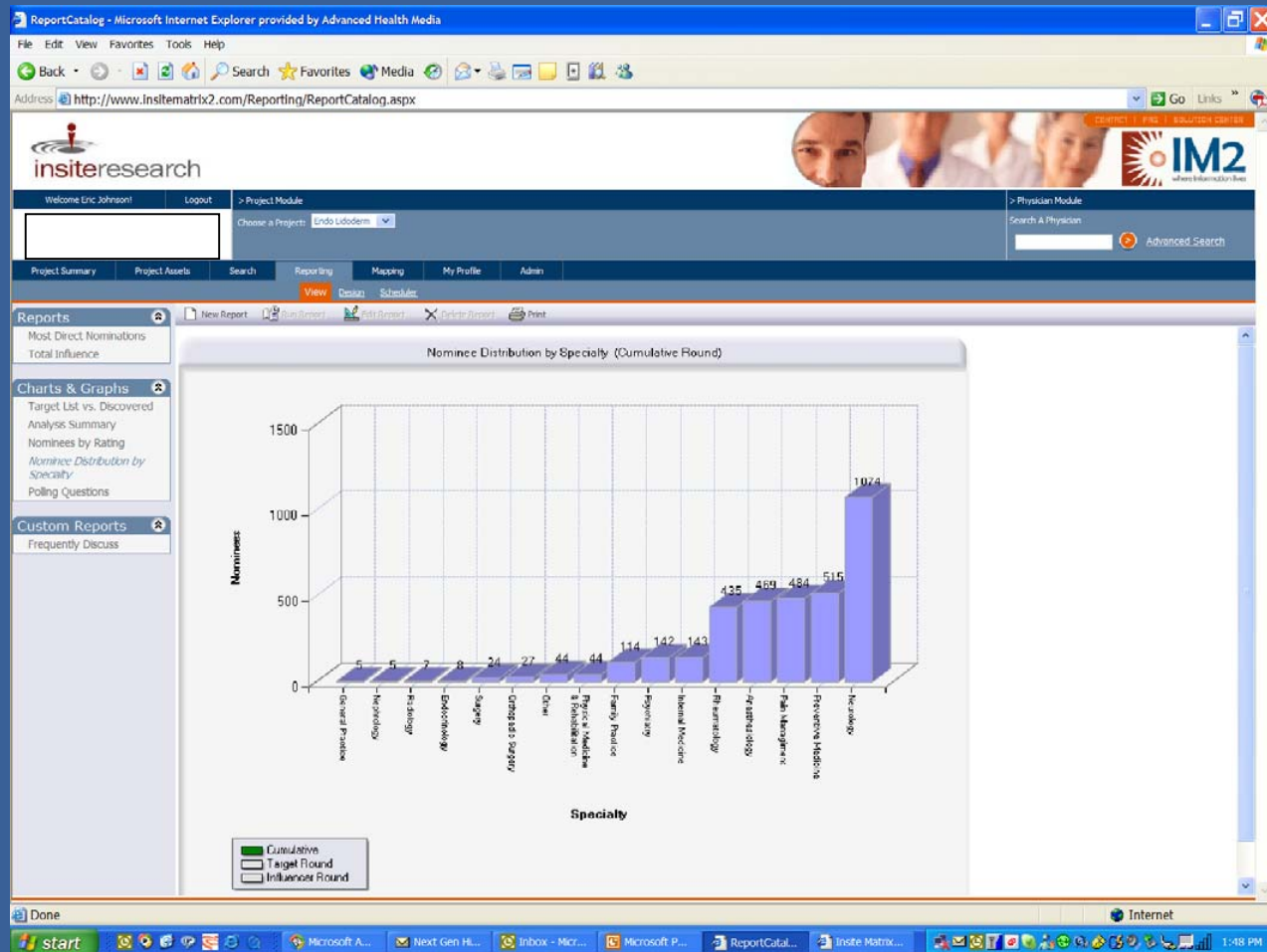
# Individual KOL Analysis On Demand



# KOL Group Base Analysis on Demand



# Analysis Based Upon Specialty



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