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Lathian Health Licenses Electronic Promotional Activities Response Data

San Juan Capistrano, Ca. – November 18, 2009 – After aggregating and mining physician response data to ePromotion campaigns spanning more than 115 brands, 64 therapeutic conditions and 30 specialties, Lathian Health today announced the availability of its proprietary longitudinal data assets to life science companies.

“Our clients are excited about Lathian’s physician response data,” said Quang X. Pham, Founder and Chief Executive Officer of Lathian Health. “To them, content is a commodity and data is now king.” One global top ten pharmaceutical company has licensed Lathian’s data.

Lathian’s data-driven, closed-loop approach to physician electronic promotions combines its longitudinal data assets and physician insights with personalized promotional content to deliver a proven value proposition to its life sciences clientele. Lathian’s physician marketing database provides this richer and better informed view by combining numerous types of data assets, notably:

- **Behavioral-related** (incentive, post-detail requests, full address, date/time) links clicked, historical script writing behavior, interactions with optional content, incentives selected, requested made in the form of a visit, sample or information.
- **Campaign-related** - (contact, session/completion, eDetail interactions, verification) - email open, clickthroughs, session start and end times, minutes on message, waves completed, IP address, connection speed, data requested by client, etc.
- **Segmentation-related** - (historical response/completion, recency, location, specialty, decile, CRM/SFA) – have they completed a Lathian program, how many programs have they completed, how recently, what’s their historical scripting behavior, etc.
- **Attitudinal-related** - (survey, self reported) – questions answered, etc.
- **Profile-related** - (demographic, location, contact) – name, address, email address, phone, data provided by client, specialty, etc.

Lathian’s new data products will provide life science professionals with the following:

- Accelerate HCP database acquisition for companies with HCP portals.
- Enhance the ability of marketers to more effectively target.
- Enable sales forces to identify physician preferences for promotional activities.
- Easily select HCPs to offer market research and electronic promotions

About Lathian Health

Founded in 2000 as MyDrugRep.com, Lathian Health revolutionized the way the Internet is used for online pharmaceutical marketing and nonpersonal promotion to physicians and healthcare providers (HCPs). With a network of more than 75,000 physicians, Lathian provides data products and physician insights, electronic marketing services such as eDetailing, and sales solutions that enable brand teams to augment traditional sales force activities, reach more physicians, and increase sales. For more information, visit www.lathian.com.