

## **New Study: Physician Adoption of Live Video Detailing Has Doubled Since 2008, But Will Likely Plateau Until 2012 as Pharma Optimizes Targeting**

Bio-Medicine.Org

NEW YORK, Sept. 9 /PRNewswire/ -- Live [video detailing](#) [1] has made a strong comeback after a false start in the early 2000s, according to pharmaceutical and [healthcare market research company](#) [2] Manhattan Research's [ePharma Physician](#) [3]® v10.0 study. Physician adoption of live video detailing has more than doubled in the past two years, according to the study. A considerable share of these users self-report that their prescribing behavior is influenced by these programs, which is critical feedback for marketers concerned about the return on investment of this channel.

"Live video detailing is certainly a success story so far, which is great news for companies looking to optimize their sales strategy," said Monique Levy, Senior Director of Research at Manhattan Research. "After this initial surge in participation, however, we expect adoption will likely plateau for the next few years while companies do a better job at relaying the value proposition and optimize targeting to non-users."

**Complimentary Recorded Webinare** [Pharma Physician® provides key intelligence to pharma and biotech companies, agencies, and healthcare publishers \[connecting with physicians through digital channels\]\(#\) \[3\]. The study provides in-depth data and analysis on video detailing, including reach and satisfaction rankings of e-detailing and video detailing programs by company. Additional research topics include the physician channel mix, iPad use and interest, relationship with reps, various types of online promotion, visitation to online pharmaceutical properties, customer service, electronic sampling, and much more.](#)

**For an overview**

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Published on Medical Design Technology (<http://www.mdtmag.com>)

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[1] [http://www.manhattanresearch.com/newsroom/Press\\_Releases/video-detailing-trends-epharmaceutical-physician.aspx](http://www.manhattanresearch.com/newsroom/Press_Releases/video-detailing-trends-epharmaceutical-physician.aspx)

[2] <http://www.manhattanresearch.com/>

[3]

[http://www.manhattanresearch.com/products/Strategic\\_Advisory/ePP/default.aspx](http://www.manhattanresearch.com/products/Strategic_Advisory/ePP/default.aspx)

[4] <http://www.bio-medicine.org/medicine-technology-1/New-Study-3A-Physician-Adoption-of-Live-Video-Detailing-Has-Doubled-Since-2008--But-Will-Likely-Plateau-Until-2012-as-Pharma-Optimizes-Targeting-10711-1/>