# comScore Announces Availability of Media Planning Tool Leveraging Behavioral Insights into Online Usage Habits of Doctors

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RESTON, Va. and MT. LAUREL, N.J., April 27, 2011 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR [1]), a leader in measuring the digital world, and ImpactRx, a pharmaceutical insights company, today announced the availability of the comScore Physicians Panel Media Planning Tool, the only tool that provides health marketers and media planners with the key metrics needed to place online media buys that are targeted to physicians. Similar to comScore Media Metrix, this solution provides behavioral data on physicians based on actual observed online visitation patterns in a format that enables marketers and media planners to gain the critical insights needed to develop effective media plans. The permission-based research panel complies with health privacy laws and regulations, and at no time is patient-identifiable information provided by physicians to comScore.

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"With the Internet becoming an extremely important part of physicians' professional communication, reaching physicians online has never been more crucial for the health care industry," said John Mangano, comScore vice president of health marketing solutions. "Until recently, the only information available on physicians' online usage habits was collected through surveys. However, as researchers, we know that people can hardly remember the sites they visited 24 hours prior, much less the amount of time they spent online or specific pages they viewed. comScore's tool measures actual online visitation and can quantify observed behavior over time, without needing to rely on physicians recalling their online activities. Having that kind of insight into physicians' online behavior can help marketers optimize media plans and better engage with the medical community at large."

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