ImpactRx Expands Psychiatry Research Panel to Include Adolescent Psychiatrists

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MOUNT LAUREL, N.J., June 14, 2011 /PRNewswire/ -- ImpactRx, the pioneer in measuring the impact of promotion on physician prescribing behavior announced today that it has expanded its nationwide network of high-value, iPhone-connected physicians. ImpactRx now has access to 175 adult psychiatrists as well as to a new panel of 150 adolescent psychiatrists. This expansion enables ImpactRx to better serve the growing neuroscience category, in particular the important ADD/ADHD market, and to more effectively support the needs of its pharmaceutical and biotech clients.

"As the competition increases for face-to-face promotional time with psychiatrists, so does the need for effective tracking, evaluating and reporting the effect of promotional activities on prescribing behavior," says Richard Altus, President and CEO of ImpactRx. "Our proprietary network of high-value, iPhone-connected psychiatrists continuously captures feedback in real-time, providing our clients a closer view of the relationship between prescribing decisions and influencing metrics such as promotional activity, sales representative effectiveness and marketplace dynamics. The ImpactData™ will provide our clients with an analytic and strategic edge as well as a better understanding of the psychiatric marketplace as a whole."

ImpactRx's fourteen physician specialty panels include Primary Care, Oncology, Endocrinology, Pulmonology and Neurology. The expansion of the psychiatry panels strengthens the comprehensive and customizable brand and marketing research solutions offered by ImpactRx.

About ImpactRx

Founded in 2000 and headquartered in Mount Laurel, N.J., ImpactRx's longitudinal panels of high value, iPhone-connected physicians are the exclusive source of continuously-captured promotion and treatment data. Through its proprietary methodology, the Company annually captures one million details and three-million treatment deci
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