

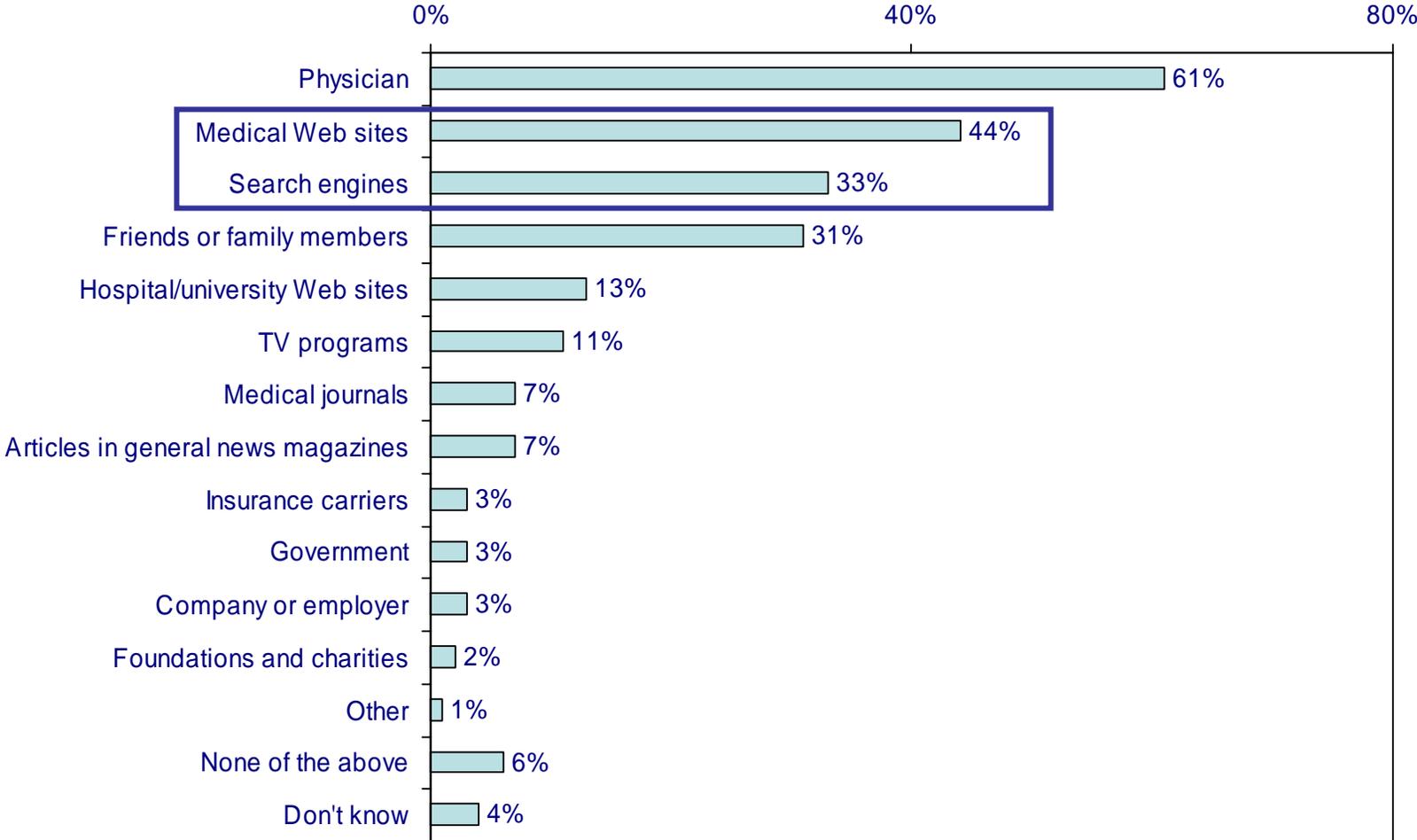


**Today's Use of the Internet for Health Information
Presented by Amy Auerbach from PHD**

**National Conference on Health Communication,
Marketing and Media**

August 30, 2007

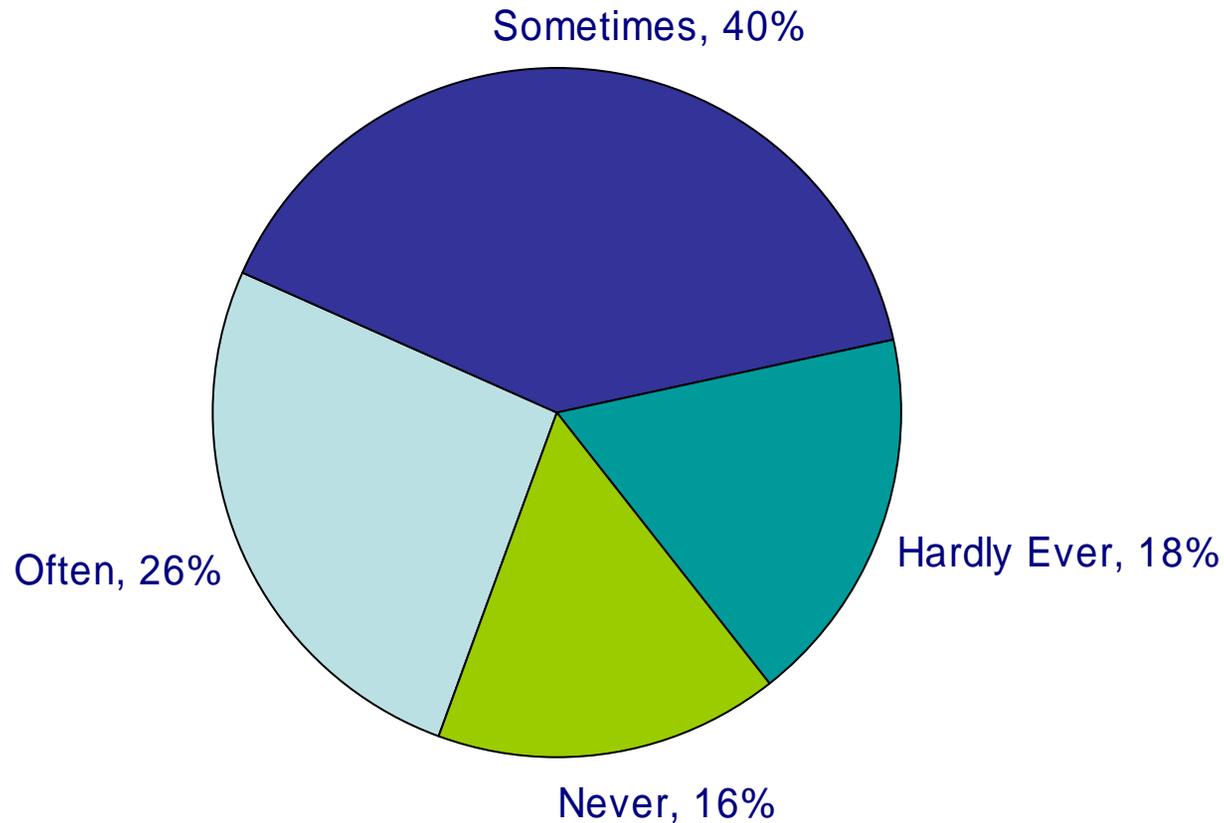
Web Sites and Search Engines are likely sources for consumers to find medical and health information



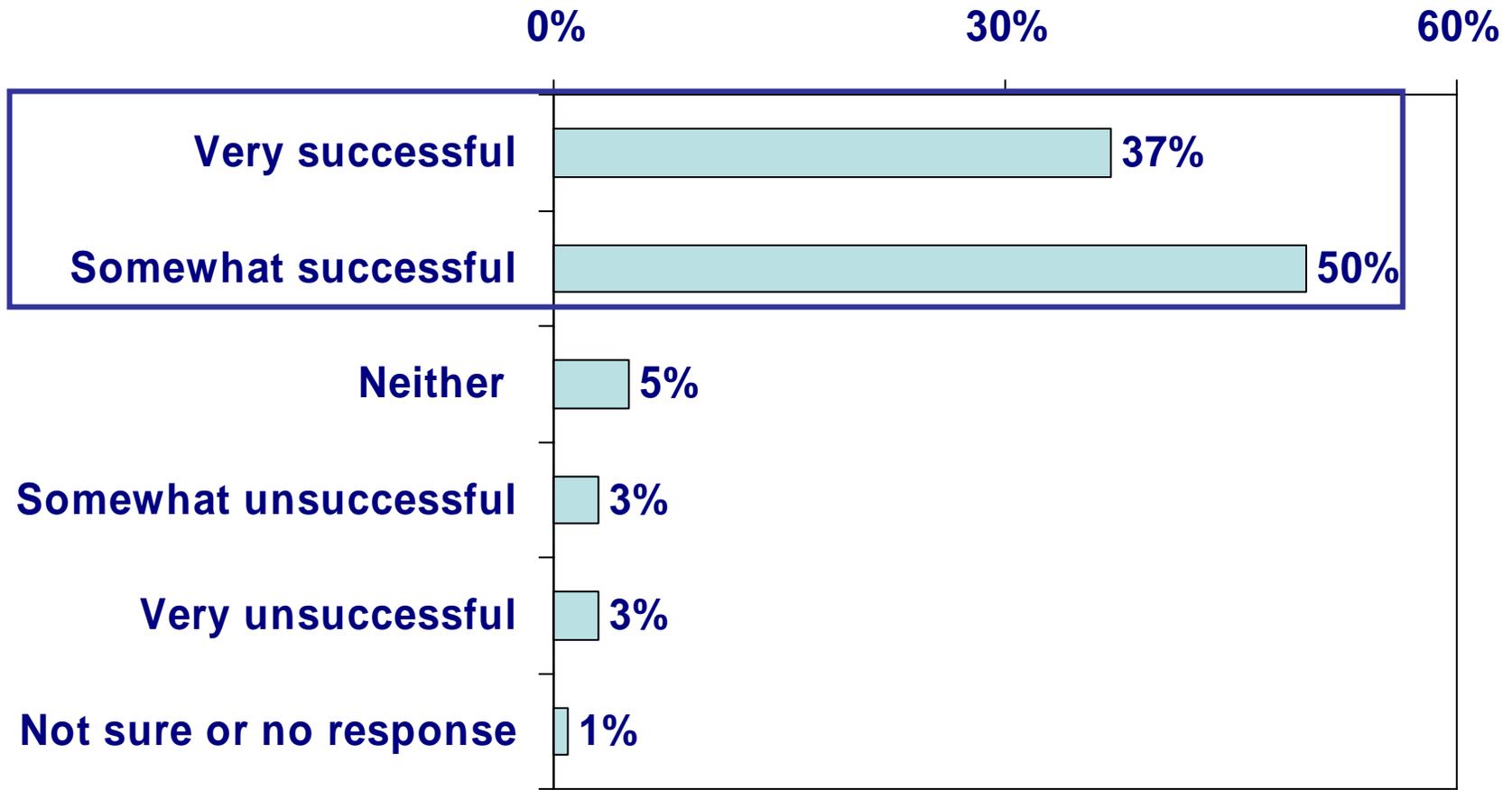
Source: Illuminas for Cisco Systems, February 2007 {Sources that US Adult Consumers Would Most Likely Use to Find Medical Information or Health Management Advice, January-February 2007 (% of respondents)}



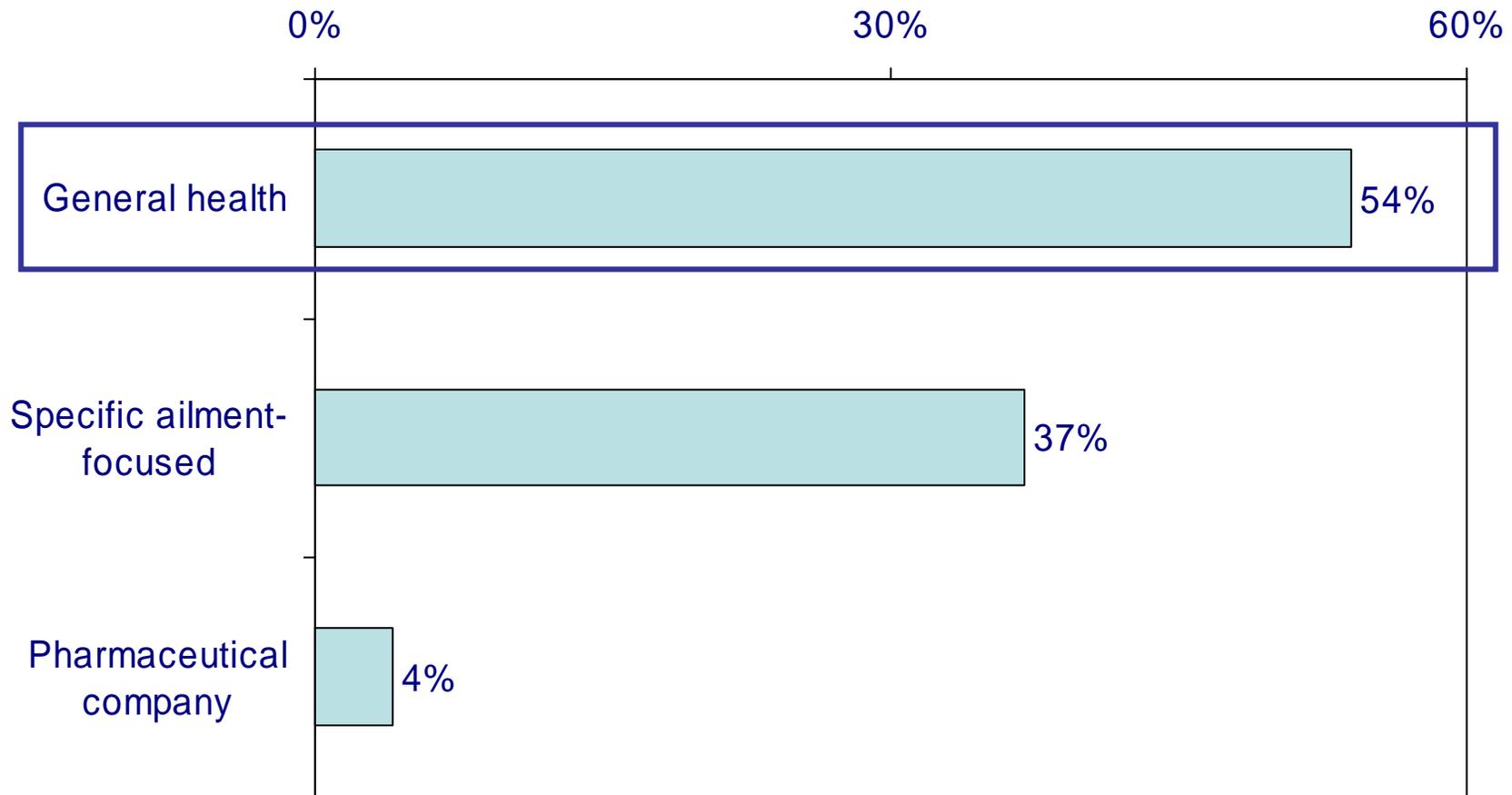
Two-Thirds of Internet users are online for health information on a regular basis



Consumers report that they are getting what they need when they look online for information



General health sites are the dominant destination for users to find information online

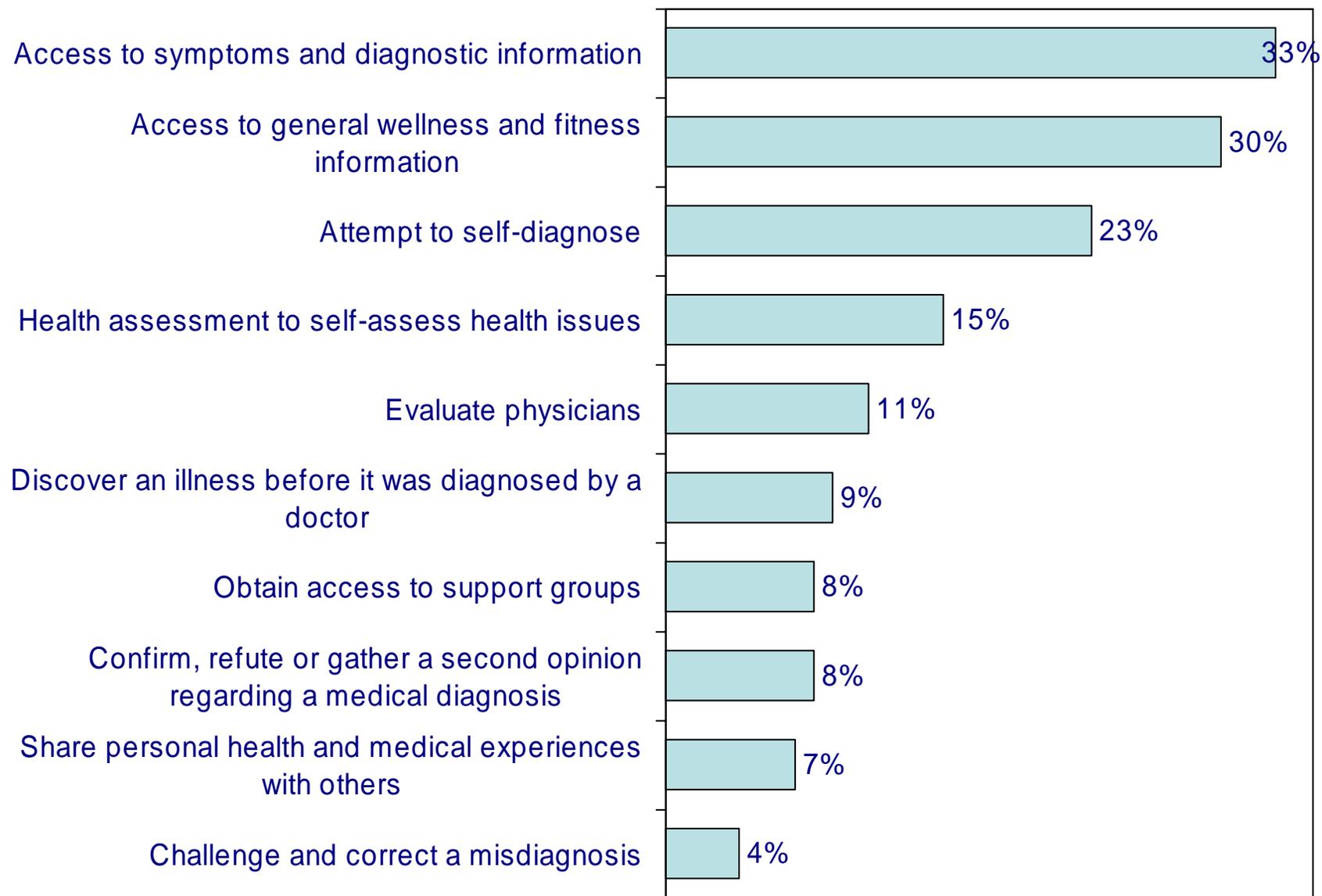


Source: Prospectiv, "2007 Pharmaceutical Marketing CPI Poll" as cited in press release, July 24, 2007
{Select Types of Web Sites Used by US Internet Users Who Search Online for Ailment and Drug Treatment Information, June 2007 (% of respondents)}

WebMD is the leader in traffic although smaller sites are gaining ground

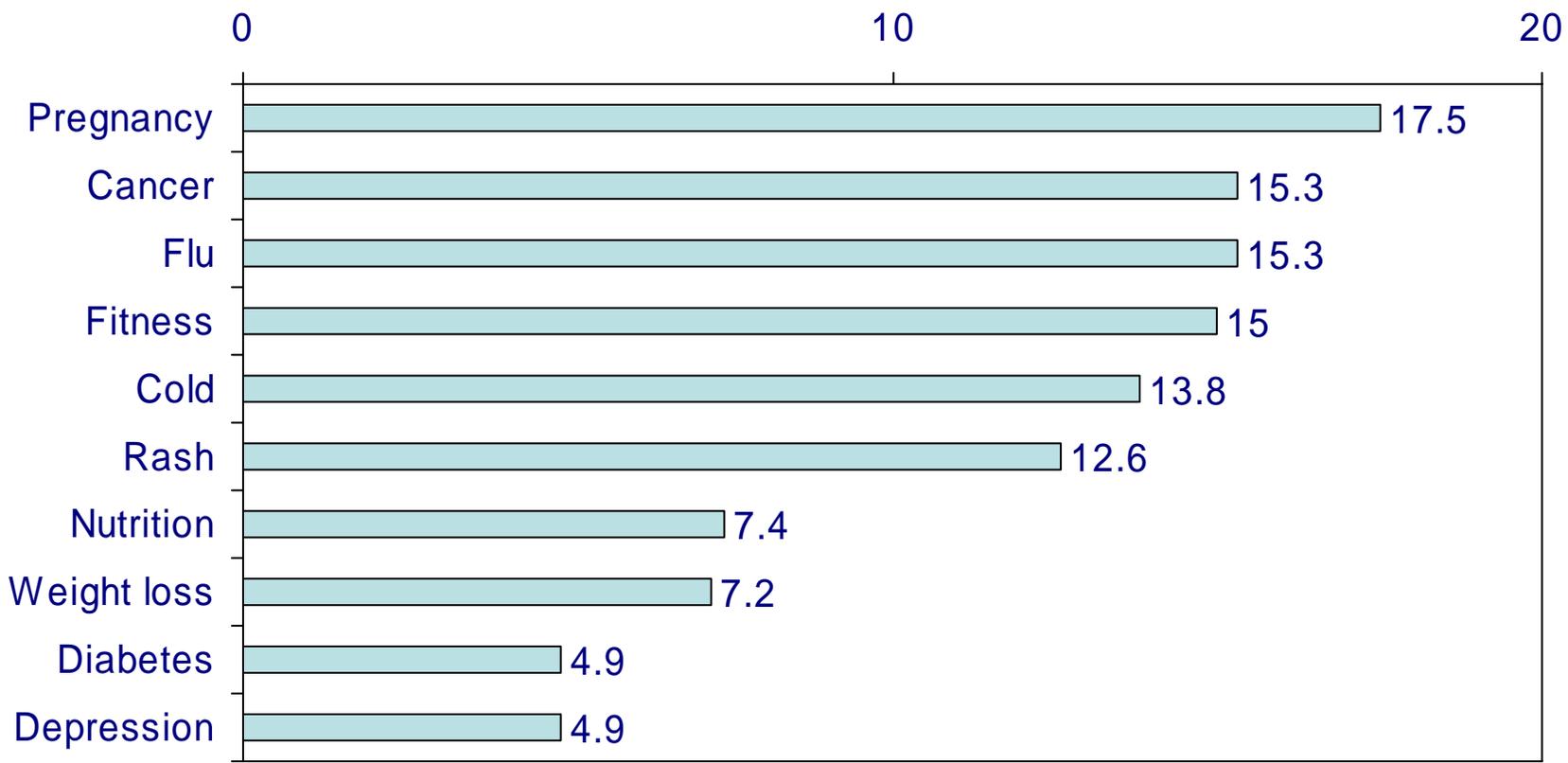
	Q1 2006	Q1 2007	% change
1. WebMD Health	13,700	17,114	25%
2. NIH.gov	9,061	9,816	8%
3. MSN Health	7,951	8,068	1%
4. Yahoo! Health	3,642	6,671	83%
5. Everyday Health	4,135	6,421	55%
6. About.com Health	5,177	5,827	13%
7. MayoClinic.com	4,032	4,072	1%
8. AOL Health	2,070	3,659	77%
9. Healthline.com	725	2,674	269%
10. QualityHealth.com	1,206	2,586	114%
Total online health	49,473	55,260	12%
Total Internet	169,728	176,195	4%

Self-assessment and obtaining information are top activities



Pregnancy and Cancer drive the highest number of searches indicating top reasons for online health information usage

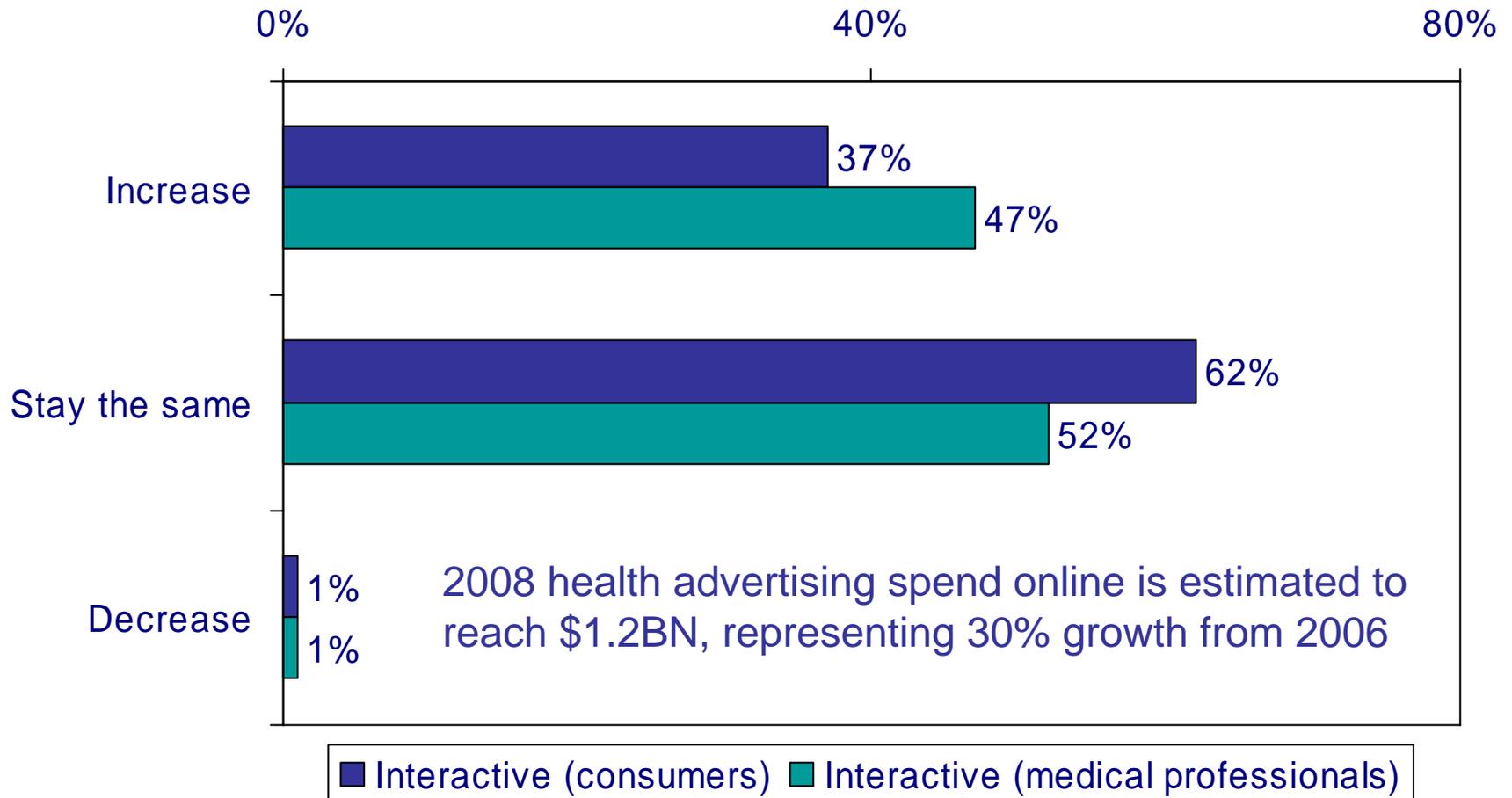
(millions)



Source: comScore Networks, Inc. as cited in press release, May 21, 2007 {Leading Online Health Keyword or Phrase Searches on Major US Search Engines, Q1 2007 (millions)}



Pharma advertisers have been taking advantage of this online health seeking audience with high and growing online advertising spends



Summary Points

- Consumers view the internet as a valuable source of health and diagnosis information
- Breadth of internet allows for many choices for information
- Advertising is part of the mix and may slant what consumers learn