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Campbell-Ewald Health Announces “Digital Diagnosis” Findings

First-of-its-kind Web audit explores the consumer experience with pharmaceutical Web sites

DETROIT, Oct. 4, 2006 – Just over half the U.S. population can fully understand the information provided on pharmaceutical Web sites. With millions of Americans turning to the Internet before making important decisions about health-care treatment, the quality and accessibility of information available on the Web is crucial.

“Our goal is to help consumers by improving the quality of information available online about prescription medicine,” said Lori Laurent Smith, director of Campbell-Ewald Health. “We saw a real need in the marketplace for this type of analysis, and our audit tool is the first of its kind.”

Campbell-Ewald Health has applied the Digital Diagnosis to 58 consumer Web sites across nine therapeutic categories: Allergy, Asthma, Cardiology, Diabetes, Gastroenterology, Men’s Health, Mental Health, Urology and Women’s Health. The findings of this audit provide detailed insight into the experience of consumers seeking treatment information from pharmaceutical Web sites. For example:

- The average branded pharmaceutical Web site requires **12 years of education** to read the content, meaning that only 55 percent of the U.S. population can fully understand the information provided on these sites.
- More than 75 percent of audited pharmaceutical Web sites failed to address the Spanish-speaking population in the United States.
- Only half of the pharmaceutical Web sites were developed using generally accepted Web standards. Established by the World Wide Web Consortium, these standards ensure usability for all consumers, including full accessibility for disabled Web users.

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The Digital Diagnosis audit also revealed some surprising differences among therapeutic categories. Products exclusively for Men’s Health or Women’s Health focused on providing very different types of information. Men’s Health drug sites, for example, provided more facts on the treated disease as well as explanations of how the medication works in the body. The Women’s Health sites outperformed the Men’s in explaining side effects and offering information on alternative treatment options. Overall, Mental Health products did the best job of providing information for caregivers, while Cardiovascular products, a critical category for infirm and elderly patients, ranked among the lowest for caregiver support.

The Web sites that performed the best in the Digital Diagnosis audit, including Byetta.com, Lipitor.com and Seroquel.com, all have clear, easily understood and engaging sites. Users can navigate easily, and it is simple to determine where the user is within the site. The Digital Diagnosis audit tool was designed to enable any pharmaceutical manufacturer to review and improve its site to ensure consumer satisfaction.

“Consumers who turn to the Web for information on such an important matter as their personal health and well-being need to feel confident that they can find *and understand* the information they require to make an informed decision,” said Laurent Smith.

More information about the Digital Diagnosis audit is available at <http://health.campbell-ewald.com>, a site that houses Campbell-Ewald Health’s research and findings for consumers and marketers in the health-care sector. Previous research focused on the 13 million baby boomers in the U.S. who are caregivers for their parents.

Campbell-Ewald Health is a leader in integrated health-care marketing. With a mission to help clients in the health-care sector connect with American consumers in meaningful and significant ways, Campbell-Ewald Health builds strong, vibrant brands. Campbell-Ewald Health is a division of Campbell-Ewald, the nation’s sixth largest advertising and marketing communications agency network, with more than 1,200 employees and offices in Detroit,

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Los Angeles, Atlanta, Chicago, Dallas, New York and Washington, D.C. Clients include the American Heart Association, Kaiser Permanente, M-CARE and University of Michigan Health System, as well as major project work for the American Cancer Society and Medicare. Campbell-Ewald is part of The Interpublic Group of Companies (NYSE:IPG).

For more information on Campbell-Ewald, visit www.campbell-ewald.com.

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