



**Ziment Introduces SEGZ for Channel Optimization: New Segmentation Reveals the Most Effective Digital and Traditional Communication Channels for Influencing Target Physicians**

***SEGZ for Channel Optimization Identifies Key Differences in Physicians' Information-Seeking Preferences, Revealing the Most Powerful Media for Impacting Prescribing Decisions***

NEW YORK, NY, April 14, 2009—Ziment has introduced SEGZ for Channel Optimization, a unique segmentation approach that enables pharmaceutical companies to identify the most effective marketing channels for reaching and influencing target physicians. SEGZ for Channel Optimization reveals profound differences in how physician segments gather and interact with the information they use to make prescribing decisions—and guides marketers to the optimal channels for impacting high-value doctors. As a result, marketers maximize every touch point between physicians and brands—including both traditional and digital media—ensuring the highest return on their channel investment.

“Pharmaceutical marketers today face a staggering array of channel options—from print to CME to e-detailing to Web sites to new social media,” says John Tapper PhD., CEO of Ziment. “At the same time, they are coping with tightening budgets that restrict the number of options they can select—and make it essential they choose the ones that will truly drive business. While they have more choices than ever before, they have less money to spread around and experiment.”

“SEGZ for Channel Optimization solves both of these conflicting challenges—ensuring marketers focus their dollars on the right channels to drive results, so they get the greatest value from their marketing investment. Companies can deliver their messages when and where high-potential doctors are most receptive. Therefore, they can build the most efficient channel strategies for reaching—and influencing—their most important doctors.”

***SEGZ for Channel Optimization Provides a Novel Approach, Focused on Optimizing Marketing Spend and Channel Strategies***

Traditional segmentations center on improving targeting or identifying unmet needs. In contrast, SEGZ for Channel Optimization focuses exclusively on helping companies most effectively communicate with their physician targets through the channels that will most likely drive action and shape behavior. It helps companies tailor

their message and channel strategies to the information-seeking preferences of their most valuable doctors.

“Until now, channel strategy often was based on a combination of guesswork and luck,” says Jade Cusick, Executive Vice President of Strategic Relationships at Ziment. “With SEGZ for Channel Optimization, companies now can make informed and accurate decisions about where to place their messages for the greatest impact on physician prescribing. They have a truly actionable tool for improving the effectiveness and efficiency of their marketing programs.”

### ***About Ziment Custom***

Ziment Custom is the strategic primary marketing research division of Ziment Group, providing customized intelligence and solutions to the healthcare and pharmaceutical industries worldwide. As a strategic partner, Ziment offers a full range of qualitative and quantitative marketing research approaches, as well as business solutions and consultation that help marketers reach business objectives, from compound to profit. For information, visit [www.ziment.com](http://www.ziment.com).

### ***About Ziment Group***

Ziment Group, a Kantar Health Company, is a leading global marketing research group of companies serving the healthcare, pharmaceutical and biotechnology industries for more than 30 years. Ziment Group is the global healthcare research brand for The Kantar Group, the Information and Consultancy Division of WPP, plc. For more information, visit [www.zimentgroup.com](http://www.zimentgroup.com)

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