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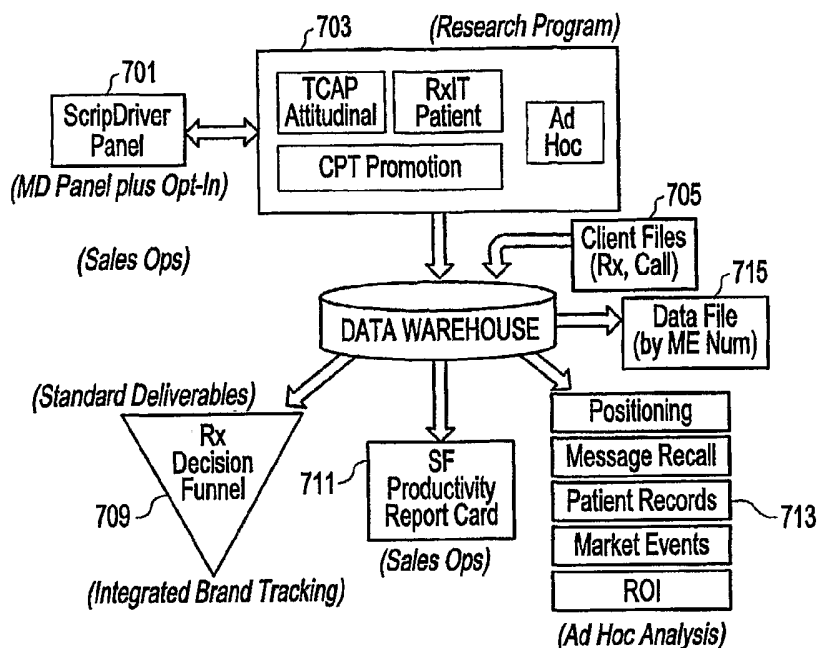
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(54) Title: SYSTEM AND METHOD FOR CORRELATING MARKET RESEARCH DATA BASED ON ATTITUDE INFORMATION



(57) Abstract: The invention relates to an integrated system and method for collecting information for the pharmaceutical industry to assess opinions concerning sales and marketing forces, prescribing patterns and attitudinal physician perceptions regarding specific pharmaceutical brands. These three areas are evaluated through three modules, each consisting of a separate survey administered via the internet, and capable of producing reports integrating all three areas. The surveys are entitled: 1) Continuous Promotion Tracking Study (CPT); 2) Rx Intentions and Treatment Study (RxIT); and 3) Therapeutic Class Attitude and Perception Study (TCAP).



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# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/36624

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60

US CL : 705/2

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/2

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Please See Continuation Sheet

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category * | Citation of document, with indication, where appropriate, of the relevant passages  | Relevant to claim No. |
|------------|---|-----------------------|
| X          | US 2003/0061096 A1 (GALLIVAN et al) 23 March 2003 (23.03.2003), Abstract, Figure 3, paragraphs [0013], [0015], [0036], [0042], [0048], [0110], [0144]-[0145]. | 1-35                  |
| A          | US 2003/0050825 A1 (GALLIVAN et al) 13 March 2003 (13.03.2003), Abstract, Figure 3, paragraphs [0027], [0046]-[0048], [0071].                                 | 1-35                  |
| A          | US 2002/0169727 A1 (MELNICK et al) 14 November 2002 (14.11.2002), paragraphs [0058]-[0059], [0066], [0070].   | 1-35                  |
| A          | US 5,970,463 A (CAVE et al) 19 October 1999 (19.10.1999), column 30, lines 9-15.  | 1-35                  |
| A          | US 2003/0060688 A1 (CIARNIELLO et al) 27 March 2003 (27.03.2003), paragraphs [0016], [0043], [0049], [0060].  | 1-35                  |



Further documents are listed in the continuation of Box C.



See patent family annex.

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Date of the actual completion of the international search

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Continuation of B. FIELDS SEARCHED Item 3:

EAST Search

Search terms:

physician, doctor, dentist, surgeon, medical, attitude, approach, opinion, method, prescribe, prescription, recommend, advise, prescribing pattern.