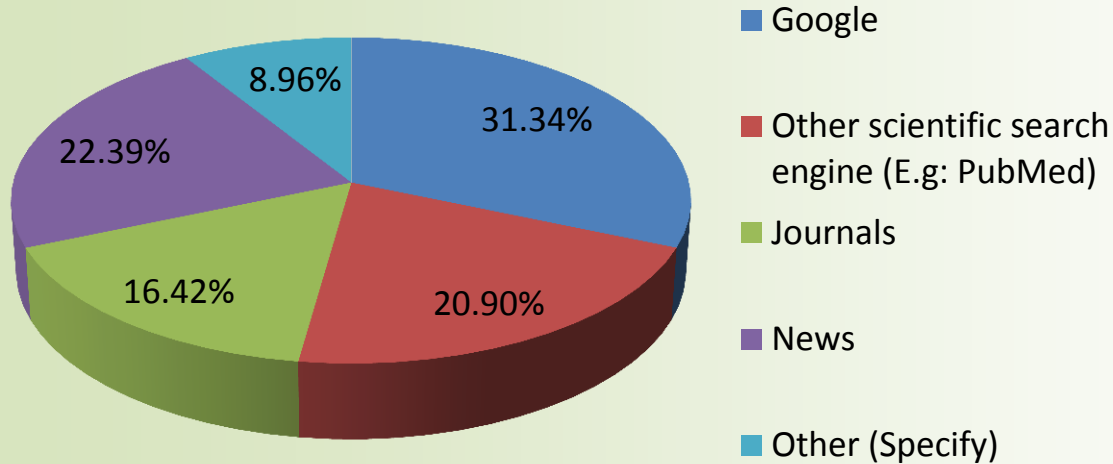




A Short Survey On Choice of Information Preferred

Today, we live in a world of abundant information. Information lies in various formats like books, internet, mails, conferences and peer discussions. The problem with this information however is that the information is not sorted and presented in the format that the end user would like to consume it in and neither do the sources know how much the end user already knows. This leads to a lot of effort in sorting in a hay. We at FSRC keep sharing updates to you through mails, on social networks and our website. To understand better on what information is preferred and for better focus on our future communications, this short survey was conducted.

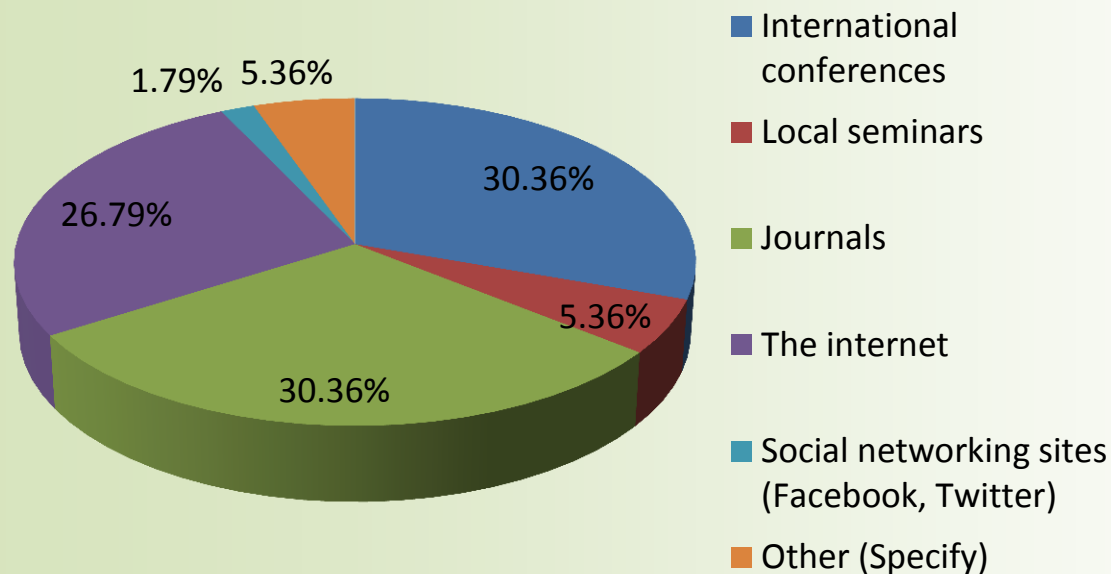
1. On a regular basis, how do you keep abreast of the developments in your area of interest?



Other (please specify)

- Newsletters
- Conferences
- By being fan of some specific facebook page
- LinkedIn
- Clinical meetings, CMEs, GI study Group
- Medscape

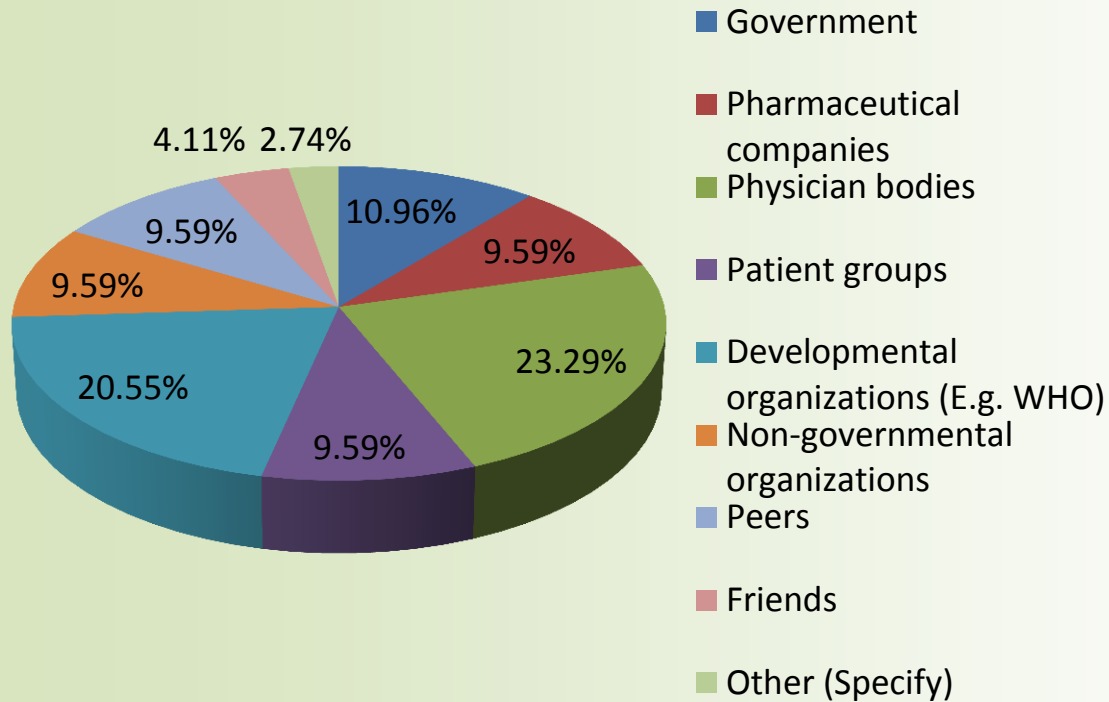
2. Which among the below would be your most trusted avenue for obtaining information on hepatitis developments, initiatives and research?



Other (please specify)

- Updates from groups such as GI and Hepatology societies
- Info from peers
- News sites

3. Which source of information do you trust the most?



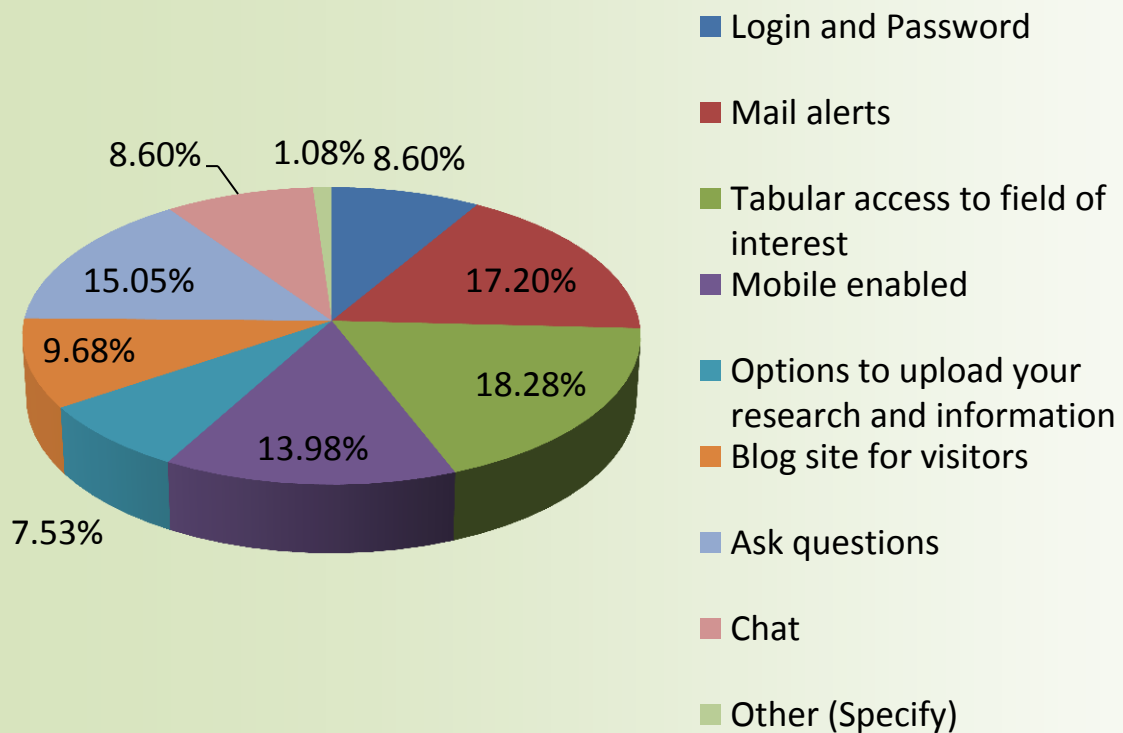
Other (please specify)

- Published news and self analysis based on that
- Google search

4. Are you aware of a single stop shop for all your hepatitis information needs? If so what is it?

- www.hepatmon.com
- World Hepatitis Alliance is very close to it since they filter information on Hepatitis across the Globe
- The single shop would never exist. The information seeker knowing what information he wants is the stop
- www.hepmag.com
- EASL HAND BOOK Hepatology journals
- Medscape Gastroenterology

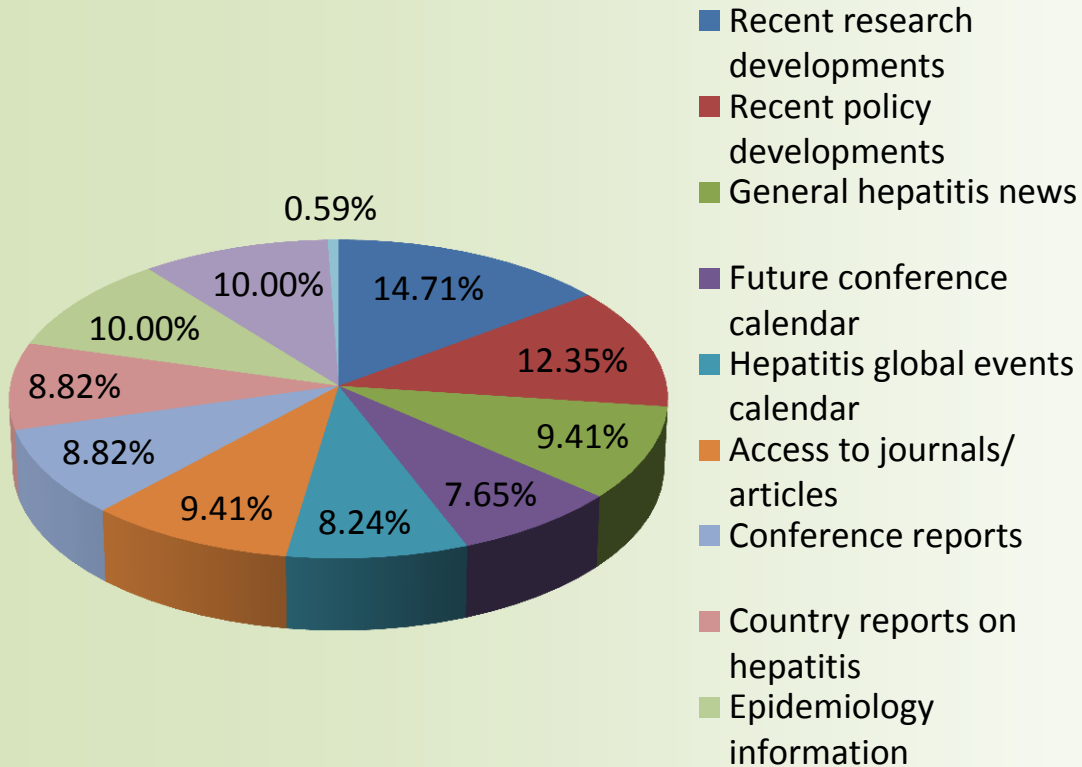
5. If there were to be a single site that you would visit for all information needs, what features would you prefer from the site?



Other
(please specify)

Information

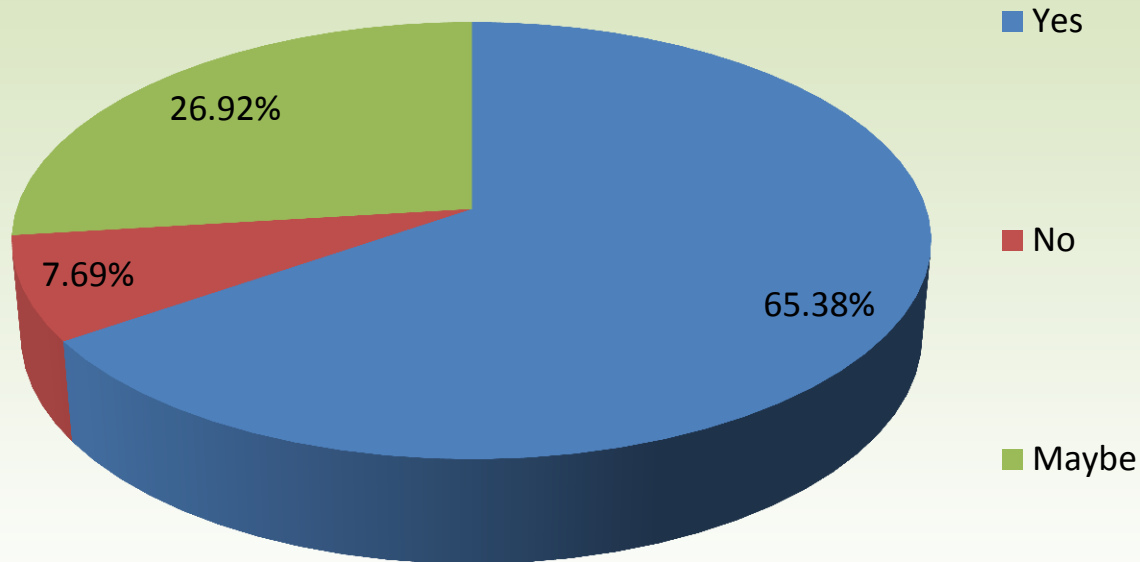
6. What information would you prefer on the site?



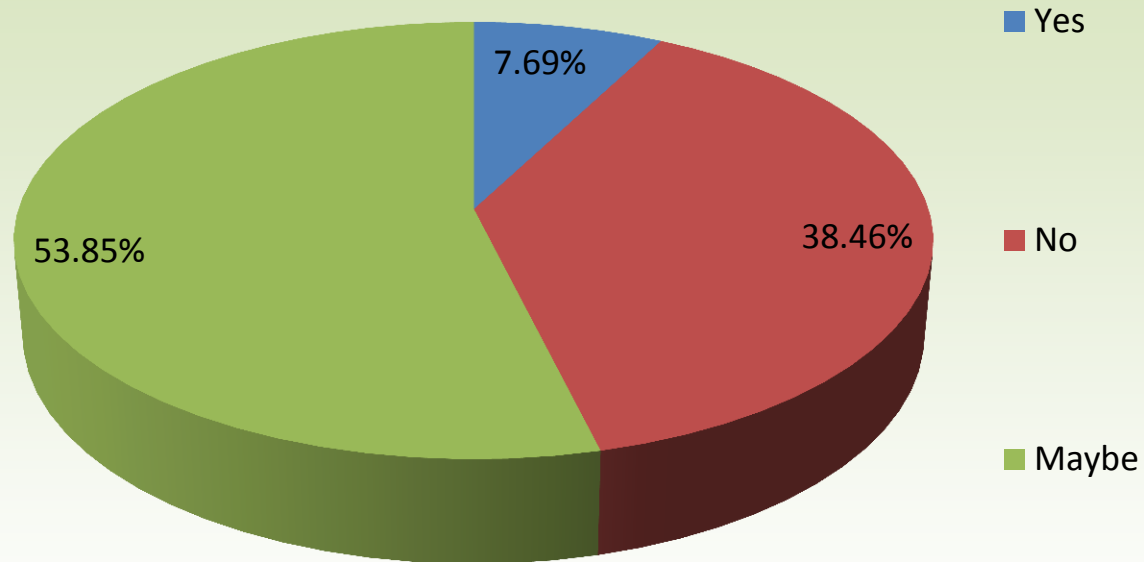
**Other
(please specify)**

I would like to know how I can support in policy shaping initiatives in a specific country

7. Would you share information from your research on this site?



8. Would you be willing to pay to use the site?



9. Any other comments on hepatitis related information you would like to share with us?

We have been doing a lot of work on hepatitis silently, for the past 5 years. There needs to be an avenue for posting our findings, and, we need more conferences and exchange opportunities. Thank you.

Summary

The survey has given some insights on choice of information preferred. Google is the most preferred platform to keep abreast of developments in the survey participants' area of interests. International conferences and journals are the most trusted avenue for obtaining information on hepatitis related news and research. A single site to provide hepatitis information related to recent research, policy, news, conference, events, journals/articles, initiatives and drug launches in specific region would be useful.

THANK YOU

Corporate Headquarters

phamax AG | Passage 6 | 4104 Oberwil | Switzerland
Phone +41 61 821 56 87 | Fax +41 61 821 58 36

Singapore office

#02-10, 60 Havelock Road | River Place
Singapore 169658 | Phone +65 9457 6167

Bangalore Office

#19, KMJ Ascend | 1st Cross, 17th C Main | Koramangala
Bangalore - 560 095 | India | Phone + 91 80 6745 1111

www.fs-researchcenter.com