

## REACH THE TOP KEY OPINION LEADERS IN ONCOLOGY IN THE U.S.!

Knowing who the KOL's are is half the battle in improving marketing effectiveness and increasing overall sales. Accelerate your contact with national and local-level KOLs derived from the most comprehensive database of peer-nominated thought leaders in colorectal, lung and prostate cancers.

Using a "peer to peer" nominative survey methodology, Cegedim Physician Connect and OneKey, Powered by SK&A, enable you to reach **3,475 KOLs in Oncology** to:

- ✓ Improve targeting and segmentation
- ✓ Boost brand awareness for your products
- ✓ Enhance the acceptance and adoption of your products
- ✓ Increase prescribing and market share

Cegedim Customer Information has been executing and delivering Physician Connect KOL studies for 10 years in over a dozen countries.

**Contact Tom Kertesz, Director, Physician  
Connect at 1-800-752-5478 or  
[tom.kertesz@cegedim.com](mailto:tom.kertesz@cegedim.com)  
for more information.**

**SAVE 25%**

Regular: \$40,000  
**NOW: \$30,000**

Contact us by **December 30, 2010** to take advantage of this special year-end offer.

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the KOL Oncology  
database and  
target these  
influential  
physicians by  
direct mail,  
telephone, fax  
or email.**