

Pharma Market Research

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Report

New TV Show Targets Patients with Scalpel Precision

dLifeTV (Westport, CT), a DTC TV show and media network for diabetics, debuts March 20 on CNBC, sponsored by Beiersdorf, Colgate and Novo Nordisk (insulin). dLife parent LifeMedMarketing will create



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similar integrated media networks for patients in other disease categories, allowing advertisers to precisely target patients. The potential brilliance of this tactic resides in results from LifeMedMarketing's May '04 survey: 94% of surveyed diabetics said they were dissatisfied with the amount of currently-available treatment/management information. Over 76% said they want a

trusted source for all of their diabetes info; nearly 75% said they would likely/very likely watch a weekly diabetes TV program.