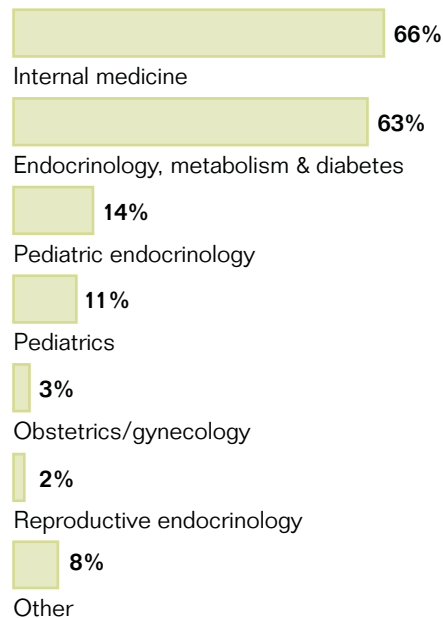


Our Readers

Our 2008 Publications Survey again distinguished our readers as thought leaders with tremendous influence.

They Are Board Certified

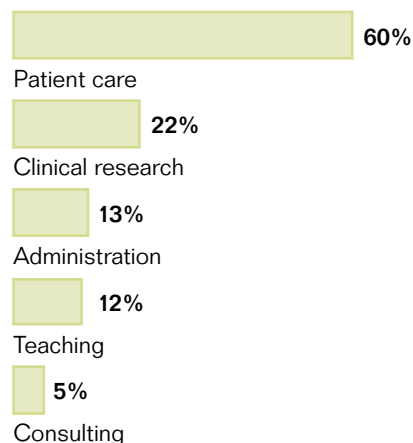
Ninety-four percent of our readers are Board certified in at least one discipline.



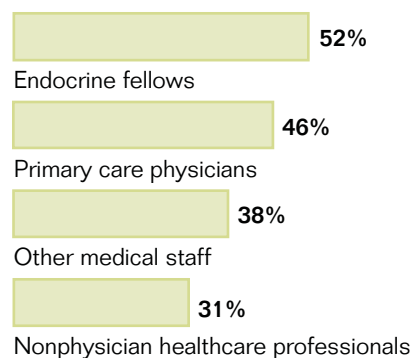
They Focus on Treating Patients

Our readers work primarily in private practice or at medical schools. **Eighty-nine percent currently see patients**, and 70% conduct clinical research.

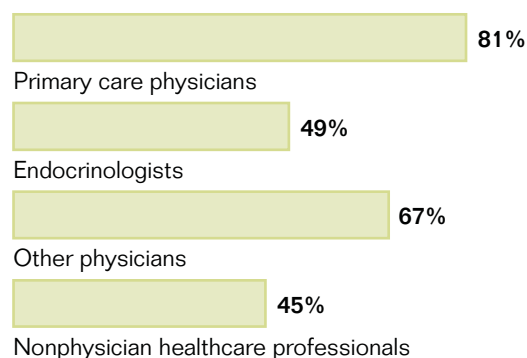
They devote the majority of their time to patient care:



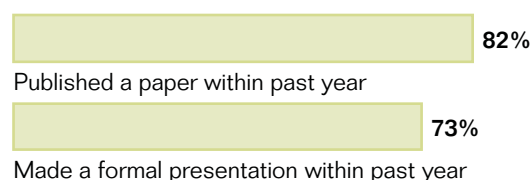
They Train



They Consult



They Publish & Present



Our readers are the essential thought leaders you MUST reach through their primary clinical journal.

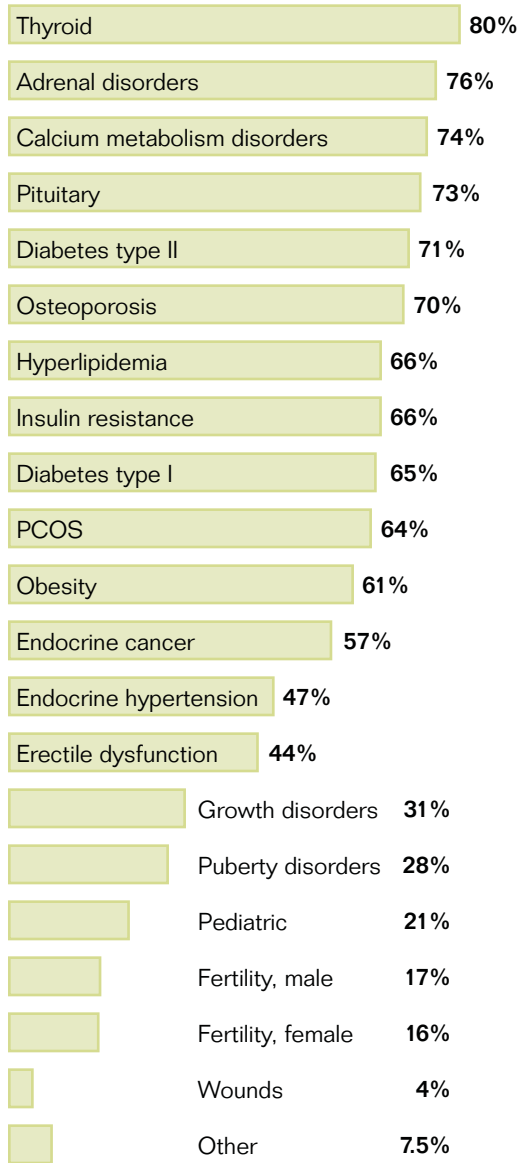
FOR MORE INFORMATION

Steve Hamburger | Scherago International | 201.653.4777, ext. 17 | stevh@scherago.com

Clinical Data

Endocrine Disorders Seen in Practice

Our readers treat a wide variety of endocrine disorders in their daily practice.



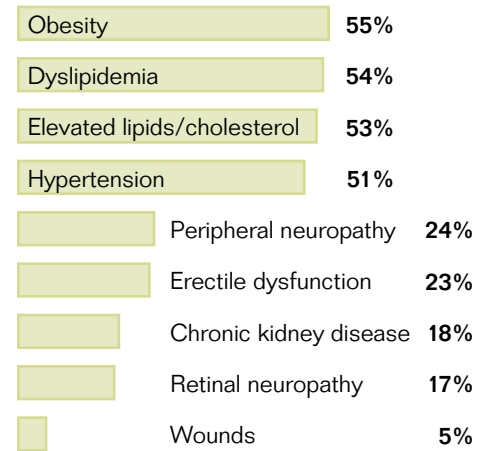
Our readers write approximately 147 prescriptions each week.

60% of our readers' patients have diabetes, and more than half have conditions associated with metabolic syndrome.

Frequently Ordered Diagnostic Tests

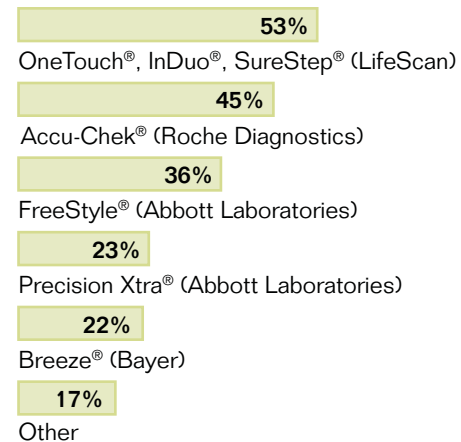
Our readers order an average of 130 diagnostic tests each week. Nearly **three fourths order tests for diabetes, cardiovascular disease and metabolic disorders.**

Conditions Treated in Diabetic Patients



Physician-Recommended Blood Glucose Monitors

Our readers most commonly recommend the following blood glucose monitors for their patients with diabetes:



FOR MORE INFORMATION

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