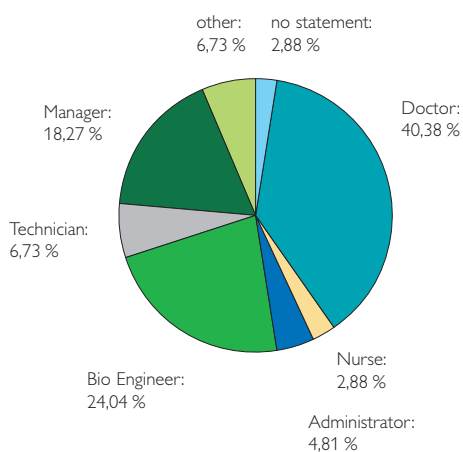


medical perspective reader survey results 2007

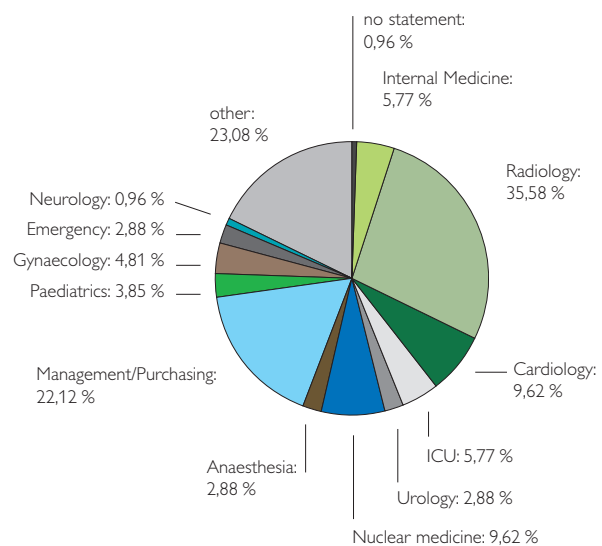
Thank you for your response to our reader questionnaire in medical perspective 16. Please find below some interesting results of the questionnaire.

1. Who are the readers of medical perspective?

Respondents by profession



Respondents by hospital department



Most of you, our readers, are male (89%), and aged between 40 and 60 years (65%). Among you is a significant proportion of doctors (40%), followed by bio-engineers (24%) and managers (18%). More than a third work in radiology (36%).

2. New content and layout

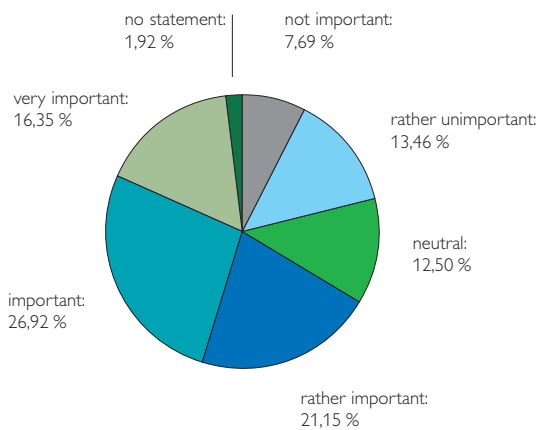
You rated the new layout of medical perspective well, with nearly 60% considering the layout “very good” or “excellent” (14%). The “Research” article category was also well received, with 82% considering these articles “very important”, “important” or “rather important”.

3. Format and distribution

Preferred distribution method for further information

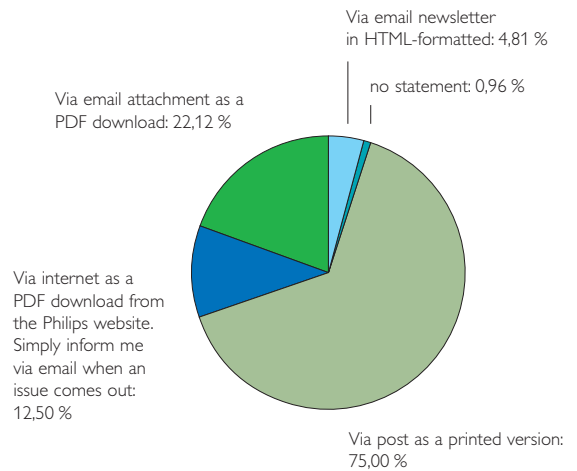
Your preferred way to receive information about products, services, etc, remains the post, as selected by two thirds (67%) of you.

Importance of online version of mp



Over 60% of you considered the availability of medical perspective as PDF download as important. However, the majority of you (68%) did not know about our website.

Preferred distribution method for future issues



Although 75% of you preferred to receive future issues as printed version via post, 35% stated they would like to receive medical perspective by e-mail. 10% prefer internet download or personal contact.

Conclusion

Despite the strong trend to online media, most of you prefer to receive a printed magazine through the post. However, many of you like to have the option of an electronic version as an additional source of information and for researching specific topics. We will consider this accordingly for the evolution of our publication.

Winners of the Philips Digital Photo Frames

Congratulations to the winners of a Philips Digital Photo Frame: Mr. A.W.H. van Haaren, The Netherlands, Dr. Frédéric Corminboeuf, Switzerland, Nicolas Villaume, France, Prof. Ugo Salvolini, Italy. A further winner preferred to remain anonymous.