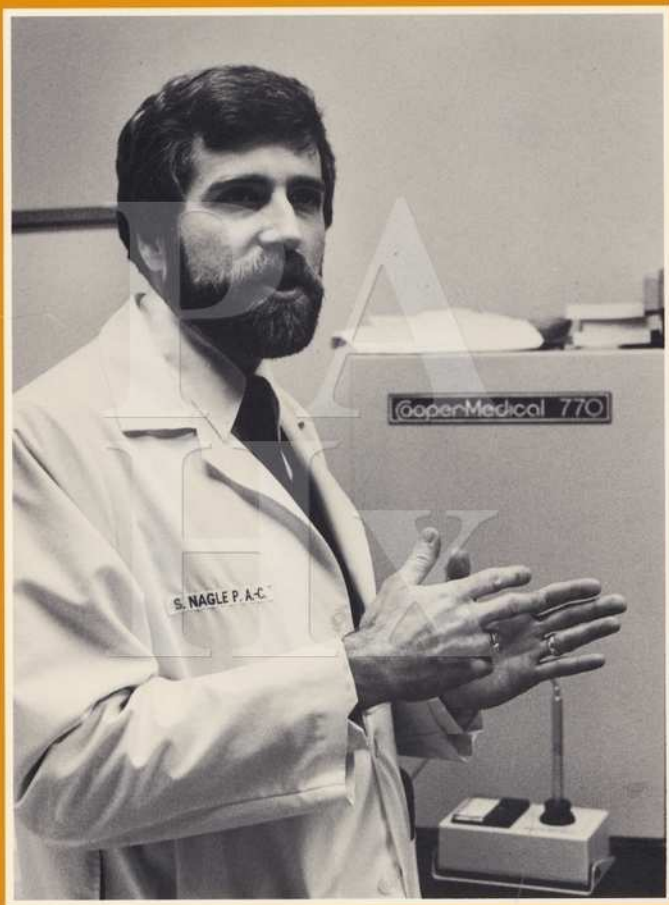


PA PA PRO FILE

PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PR



PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PR

A DEFINITION

The physician assistant, working dependently under the supervision of a physician, is a vital member of the health care team ... providing a broad range of health care services, and dedicated to

- increasing *accessibility* to high quality health care.
- providing *comprehensive* health care services.
- enhancing the atmosphere of *caring & trust* among patients, families and the health care team.
- improving the *continuity* of patient care within the system.

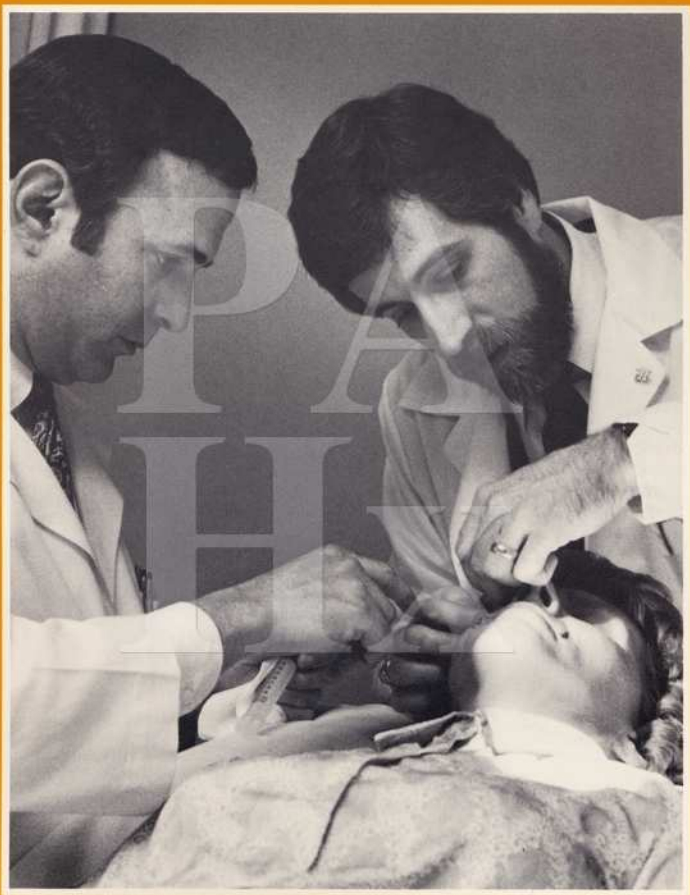
The physician assistant has become a vital member of the primary health care team.

The official journal of the
American Academy of Physician Assistants.



**PHYSICIAN
ASSISTANT**





PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE

PRACTICE PROFILE OF THE TYPICAL PHYSICIAN ASSISTANT.

- 79% of PAs provide primary care ... regardless of setting.
- 85% of PAs have their own patient load.¹
- 23 patients per day are seen by the average PA.²
- 57% of those patients are seen by the PA ... alone.
- 21 prescriptions per day are written by the average PA.¹
- 38% of PAs declare themselves as Early Majority in the Drug Adoption Sequence ... vs 26% for Primary Care physicians. (GP/IM/DO).

“... the high prescribing PA
can represent more sales potential than
the average or low volume prescribing
Primary Care physician.”³

1. Beta Research, 1980.

2. Survey of Physician Assistants
Pharmatech Systems, Inc.
June, 1981

3. The Physician Assistant Study
Fisher-Stevens, Inc.
Date Services Division, March 1983

The official journal of the
American Academy of Physician Assistants.



**PHYSICIAN
ASSISTANT**





PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PR

DEGREE OF RESPONSIBILITY

- 76% of the patients seen by the PA are diagnosed without assistance from the physician.
- 62% of patient therapeutic management is established by the PA without assistance from the physician.
- 85% of PAs have their own patient load.
- 78% of prescriptions written by the PA are written without the co-signature of the physician.

The physician assistant is autonomous.

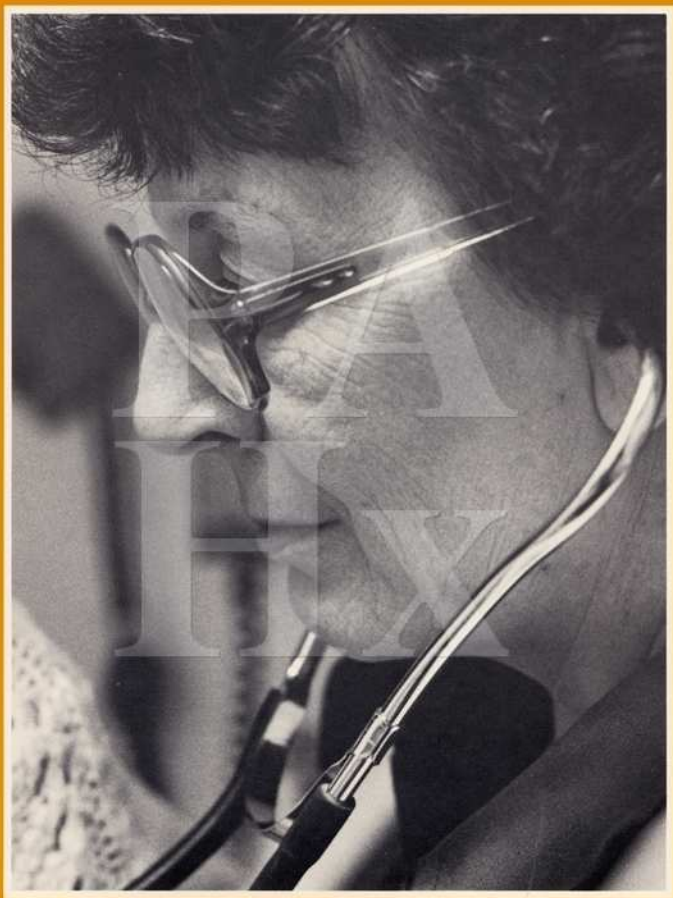
Source: Beta Research, 1980.

The official journal of the
American Academy of Physician Assistants.



**PHYSICIAN
ASSISTANT**





PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PRO

DISORDERS MOST FREQUENTLY SEEN BY THE PHYSICIAN ASSISTANT.

(In rank order.)

- Hypertension
- Upper Respiratory Infection
- Otitis
- Urinary Tract Infection
- CHF/Coronary
- Lower Back Syndrome
- Fracture
- Fungus
- Pneumonia
- Diabetes
- Dermatitis/Acne
- Bronchitis
- Angina
- Sprains
- Depression

**The physician assistant delivers
primary care.**

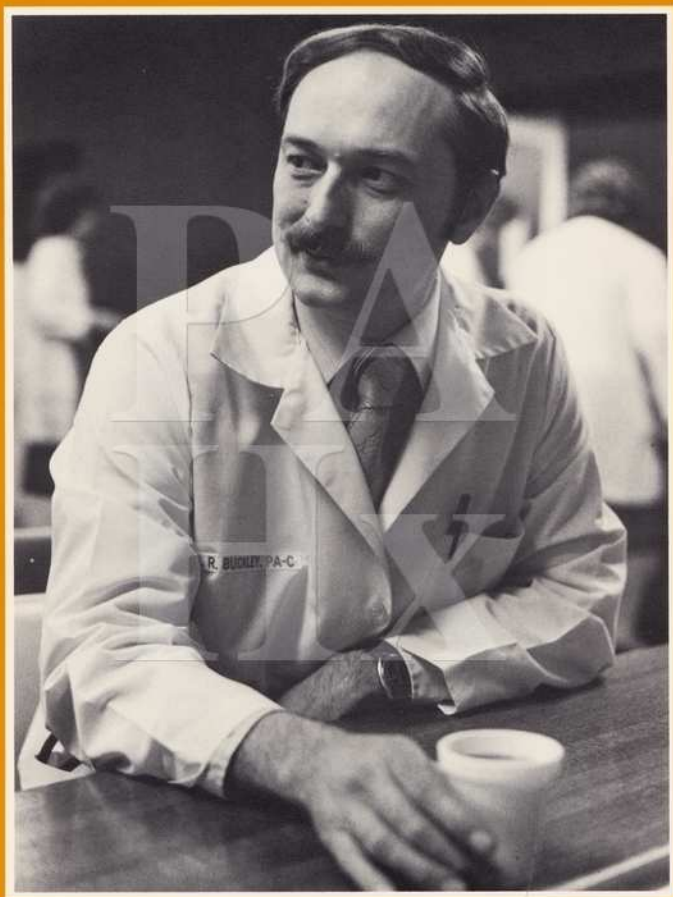
Source: Beta Research, 1980.

The official journal of the
American Academy of Physician Assistants.



**PHYSICIAN
ASSISTANT**





PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PR

PRESCRIPTION COMPARISON PA vs MD

Prescriptions per week

	PA	MD
Non-narcotic Analgesics	11.7	10.4
Antiarthritics (non-hormonal)	7.6	9.2
Diuretics	7.6	10.7
Antihypertensives	8.6	12.4
Beta Blocker - Hypertension	5.1	9.3
Potassium Supplements	5.4	6.9
Cough/Cold Preparations	10.6	10.4
Antihistamines	9.9	7.9
Antibiotics - Oral B/M	10.7	10.1
Urinary Antibacterials	8.0	7.8
Antacids	9.0	9.5
Antispasmodics	3.9	5.7
Antianginal Agents	4.1	8.6
Bronchodilators	5.1	6.2

The physician assistant is equal to
the GP/FP/DO.

Survey of Physician Assistants
Pharmatech Systems, Inc.
June, 1981.

The official journal of the
American Academy of Physician Assistants.



**PHYSICIAN
ASSISTANT**





PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PRO

DRUG REP COVERAGE OF THE PA.

- 60% of PAs see one or fewer drug reps per week ... vs 50% of the Primary Care physicians, who see 3 or more reps per week.¹
- 1/3 of PAs are not called on by drug reps at all.¹
- 86% of PAs see a drug rep without their supervising physician being present.²

**The PA ... a high-prescribing ... untapped ...
pharmaceutical market.**

1. The Physician Assistant Study
Fisher-Stevens, Inc.
Data Services Division, March 1983.

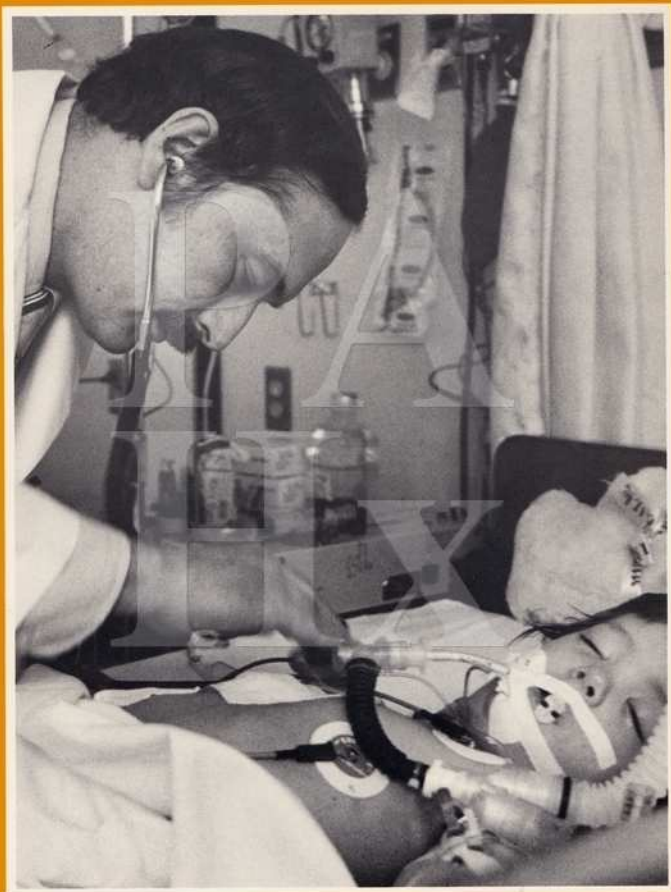
2. Beta Research, 1980.

The official journal of the
American Academy of Physician Assistants.



**PHYSICIAN
ASSISTANT**





PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PR

PHYSICIAN ASSISTANT IS READ BY 98% OF THIS UNTAPPED MARKET.

- Physician Assistant...the official publication of the American Academy of Physician Assistants.
- In a comparison study, 4 out of 5 physician assistants prefer Physician Assistant.¹
- 86% of PAs are Media-Chek high-readers of Physician Assistant.¹

Physician Assistant is
the physician assistant market.

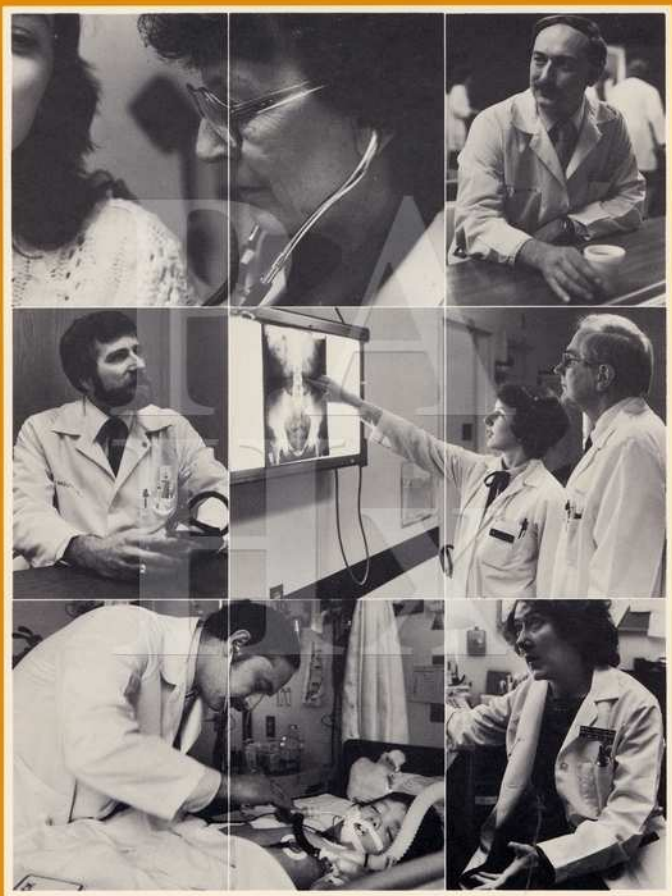
¹Media-Chek.

The official journal of the
American Academy of Physician Assistants.



**PHYSICIAN
ASSISTANT**





PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE PA PROFILE

