



Name: Dr. Kent Nelson

Age: 37

Location: St. Peter's, Albany, N.Y.

Profession: Allergist-Immunologist

Quote: "I need to double-check the pharmaceutical vendor's slick sales pitch with reliable real-world data."



Clinician, Division of Allergy and Immunology

Dr. Nelson has been an attending physician at St. Peter's for the past four years.

Vendors walk through his door every single day, pitching the latest and greatest "wonder drugs" from pharmaceutical manufacturers. The sales agents' smooth sales pitches are high on hype, but tend to gloss over less-than-ideal drug trial results or recent patient results.

Dr. Kent wants to find reliable drug information from a trustworthy and neutral source. A government database with nationwide real-world results is the ideal source for reliable information, and refreshingly free of high-pressure sales hype.

Juggling appointments, nurses, and a thousand other daily tasks, Dr. Kent only has a scant few minutes a day to fact-check things on the web. He needs a one-stop source that's fast and easy to navigate to and use. He has no time to sift through masses of data or fight with a cumbersome website that no one understands. He needs solid answers and he needs them now.