

## Pharmacy-Plus

Our Pharmacy Panel and Panel Plus service provides representative access to 75,000 pharmacy personnel for qualitative and quantitative market research survey data collection.

- Independently Owned
- Local Chains
- Regional Chains
- National Chains
- Hospital
- Mass Merchants
- Supermarkets
- Mail Order

Profiling by:

- Pharmacist Title /License
- Work setting
- Age, Years in Practice
- Gender
- Size of pharmacy /company
- Geographic location
- Language(s) spoken

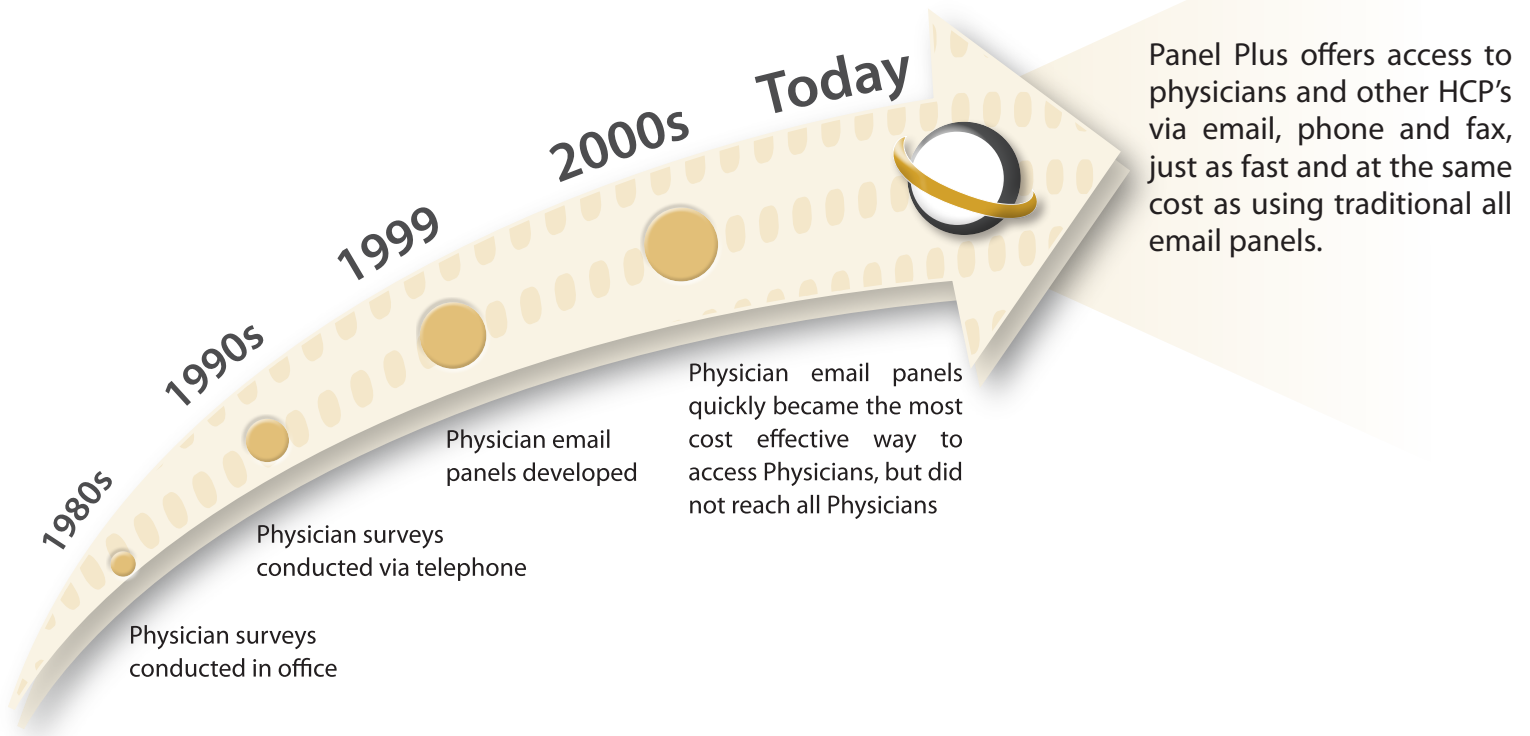
Conducting healthcare marketing research is our only focus. We have spent the last twelve years developing relationships with healthcare professionals across a broad range of specialties. Whether you are interested in performing Physician conjoint analyses on new medications, tracking pharmacist preferences, advertising/promotional effectiveness, brand awareness, patient satisfaction, health plan satisfaction, prescription drug use or learning more about your sales team and equipment and medical device needs, we have the experience and cost effective options to meet your research needs to answer such questions as:

- What services do they offer?
- How often do Pharmacists recommend generics?
- What merchandise do they carry and who provides?
- How do they learn about products, treatments or medications?
- Assessment of you and your competitors products or merchandise
- How effective is your sales team and sales effort ?
- What role does social media play and digital communications in education and sales?
- How are Healthcare Professionals using the internet professionally?
- How are Healthcare Professionals using mobile technology?
- What advertising viewed/web sites visited, where and when?
- What medications are being prescribed?
- What services are performed in house and what is outsourced?



*Focusing on what we do best,  
then doing it better for you.*

 **Global Healthcare Panel Plus**



**Panel Plus:**

- A more rigorous sampling approach as it includes the entire universe of HCP's, not just empanelled HCP's.
- Provides a more representative sample, as every member of the HCP universe has an equal chance of being included
- Representative sampling provides a more stable sample design for custom and tracking studies
- Access to the entire universe enables you to reach more HCP's and complete tough and large quotas
- High (up to 90%+) match rates on provided lists
- Surveys conducted via web, handheld devices or 500 web / dialer enabled CATI stations



*Focusing on what we do best,  
then doing it better for you.*