



Consumer Research

Patients at the Point Of Purchase

Market research findings are only as good as the respondents participating in the study. DMD's approaches to patient recruitment are uniquely superior because they are executed at the real point of purchase: the pharmacy. Our point of purchase recruitment techniques efficiently capture only your targeted consumers at the very moment they fill their prescription.

- ▲ Highly flexible for demographic/Rx use criteria
- ▲ Actual versus reported patient Rx use
- ▲ Research modalities including online, mobile, and phone
- ▲ Invitations deployable at brand launch, even with low initial Rx volume
- ▲ Scalable up to 20,000 pharmacies, as required

Source of InfluenceSM Study

What is the real driver behind why a patient ends up on your brand?

Determine the extent your direct-to-consumer communication efforts are informing consumers and compelling them to seek the advice of their physicians. DMD's Source of Influence connects the dots so precious financial resources can be allocated meaningfully.

- ▲ Understand how patients first became aware of their current medications
- ▲ Understand the roles of the physician and patient in brand choice
- ▲ Identify which tactics (healthcare provider, brand.com, TV, social media) are driving patient initiation

DMD Contacts

For more information or consultation about how DMD may answer your consumer based questions, please contact marketresearch@deltamarketingdynamics.com or feel free to call us directly:

Patty Trainor, Sr. Director
Office: (315) 470-1350 x608
Mobile: (315) 430-0823

Jim Sharples, VP
Office: (315) 470-1350 x157
Mobile: (443) 425-8991

Thank you and we look forward to the opportunity to work with you!