



Retail Pharmacy Inventory PlusSM (Retail PIP)

Answers:

- ▲ Are stocking levels of your new products meeting forecasted goals? How does this compare with competitors in the class?***
- ▲ Do you know the value of your product inventory in the pipeline?***
- ▲ Do you need the value of your inventory to assess your risk of returns by expiration date?***
- ▲ At what rate are new competitors or generic substitutes displacing your established products on retail shelves?***
- ▲ What is the financial value of your national inventory levels?***

Rationale

The monthly Retail PIPSM study has been an information staple of the pharmaceutical industry since 1982. It was and still remains the only reliable source to obtain actual in-pharmacy product inventory levels. Manufacturers use this service to measure distribution and stocking success, track fluctuations in demand (inventory changes), monitor usage patterns, and even ask questions only a pharmacist can answer. We can help you understand your brand and all brands/generics in a product class and beyond - there is no limit.

Sample and Methodology

DMD conducts this survey with 400 retailers selected from our unique panel of 5,500+ pharmacies. Each Retail PIP sample fielded is chosen to be representative to the universe of US based retail pharmacies by both region and dispensed prescription volume (4 quartiles total). Because larger volume stores correlate to broader and greater product inventory levels, our method assures that the sample of stores is truly reflective of the universe and one that will generate accurate national projections.

The Retail PIP is an ad hoc study that allows clients to include as few as 5 NDCs or questions, with no upper limit. And, at a minor additional cost, DMD will collect shelf inventory expiration dates – if understanding returns risk or even the age of inventories in the retail channel is important to you.

Report

DMD generates a report for each study. The data collected from the sample on each NDC is projected to the universe of pharmacies by Rx volume and geographic region:

- ✓ Inventory projections
- ✓ Percent stocking
- ✓ Net stocking (for products with multiple NDCs)
- ✓ Average amount in stock per pharmacy actually stocking
- ✓ Projected sales, based on estimates of past 30 day
- ✓ Answers to your proprietary questions, if included
- ✓ Projected inventory by expiration date (month/year), if included

Timing

Projects are fielded upon request, and the report is available in about 2-3 weeks. Preliminary data for the first ~200 pharmacies responding is available upon request.

Investment

The cost to participate in the Retail PIP study is as follows, for a minimum of 5 NDCs:

- Per NDC with full standard report: \$1525.00 per NDC
- Per proprietary question (with coded responses): \$1525.00 per NDC
- Per NDC for either Pharmacy Acquisition or Patient Cost, additional \$1000.00
- Per NDC for inventory by expiration date (month/year), additional \$1000.00 (please call for special pricing for lot# and expiration date collection)

DMD Contacts

For more information please send a request to 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!