



Pharmacy | Digital | Consumer | Pricing



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 InfluenceSM 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

☎ Contact **Karl Miller** at 908.328.2170 or **Bill Little** at 315.671.0800.

“To get the right answer, you must first ask the right question.”

- Bill Little

Experienced.
Adaptive.
Innovative.



Delta Marketing Dynamics (DMD) is a full-service marketing research company serving the pharmaceutical, biotechnology, and healthcare industries with a focus on pharmacy, digital, consumer, and pricing research.

- Industry experts since 1971
- Customized solutions for each client for every business question
- Full spectrum of qualitative and quantitative methodologies



For more information or to discuss pricing, please contact:

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