



Pharmacy PULSESM

Your connection to pharmacy:

- ▲ *Want to know what is happening with your product in the pharmacy – whether it be in the retail, hospital, or specialty sector?*
- ▲ *Want to test a product or program concept with pharmacists?*
- ▲ *Want to see if pharmacists are making a profit or losing money by dispensing your medication?*
- ▲ *Want research results in days, rather than weeks or months?*

Rationale

Sometimes a full market research study requires more time and effort than you have to get at the few simple questions you need answers for. Engaging DMD and our exclusive pharmacy panels in retail, hospital, and specialty can provide the means to the answers you need in a hurry. Our clients have engaged DMD for help with several areas, including:

- Keeping an eye on competitive launches
- Addressing different Product Life Cycle Stage issues
- Comparative insight across brands

Deliverables

DMD gives you real time access to the pharmacy. This ad hoc research can be conducted on demand one-time or as needed under an annual contract to thwart delays in the approval process. We offer flexibility in timing and scope to give you exactly what you need.

DMD Contacts

For more information or consultation about how the Pharmacy PULSE may answer your business questions, please contact marketresearch@deltamarketingdynamics.com or feel free to call us directly:

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