



Pharmacy | Digital | Consumer | Pricing

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## Retail Pharmacy Inventory Plus<sup>SM</sup> (PIP)

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- *Are stocking levels of your new products meeting forecasted goals?*
- *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 PIP<sup>SM</sup> 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 monthly 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. The Retail PIP<sup>SM</sup> study keeps you in touch with the retail pharmacy segment.

### Sample and Methodology

DMD conducts a monthly mail survey of 400 retailers selected from our panel of 5,000+ pharmacies. Each Retail PIP<sup>SM</sup> sample fielded is chosen to be representative to the universe of retailers by both region and dispensed prescription volume (4 quartiles total). Within each quartile we further balance the sample to include chain and independent pharmacies. Because larger volume stores correlate to broader and greater product inventory levels, our method assures that a sample of stores is truly reflective of the universe and one that will generate accurate national projections.

The Retail PIP<sup>SM</sup> is an omnibus study that allows clients to include as many or as few products or questions as necessary – all on an NDC level basis.

And, at a minor additional cost, DMD will collect shelf inventory expiration dates. Applying WAC price computations, this will help you to determine at risk valuation for returns, as well as total inventory value at the retail level. Pharmacy acquisition cost and patient pricing is also an available option.

## Report

DMD generates a report at the end of each monthly 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.
- Pricing information: Pharmacy acquisition and/or patient price, if included.
- Projected inventory by expiration date (month/year)

## Timing

Surveys are fielded the first of each calendar month, and the report is available at the end of the same month. Preliminary data for the first 200 pharmacies responding is available mid-month upon request. The cut-off to participate in each monthly Retail PIP<sup>SM</sup> study is the 27<sup>th</sup> of the prior month.

## Investment

The cost to participate in any monthly Retail PIP<sup>SM</sup> study is as follows:

Per NDC with full standard report:	\$1525.00
Per proprietary question with coded responses in report tables:	\$1525.00
Per NDC for either Pharmacy Acquisition or Patient Cost, additional	\$1000.00
Per NDC for inventory by expiration date (month/year) additional	\$1000.00

## DMD Contacts

For more information about the monthly Retail PIP<sup>SM</sup> study, or to include products or questions in a future study, please contact [marketresearch@deltamarketingdynamics.com](mailto:marketresearch@deltamarketingdynamics.com) or feel free to call us directly:

Patty Trainor, Sr. Director of Primary Research	Tel.	315.671.0803
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Thank you and we look forward to the opportunity to work with you.

## About DMD

*Delta Marketing Dynamics is a strategic marketing research company serving the pharmaceutical industry for over forty years. DMD has experience in designing and implementing research programs appropriate for all phases of the product life cycle. These include:*

- ▲ **Pharmacy** - Retail and Hospital channels*
- ▲ **Digital** - Innovative, purpose driven methods to digital media development*
- ▲ **Consumer** - Reach patients at point of purchase for Rx drivers and usage insights*
- ▲ **Pricing** - Analy\$ource suite of services*

*DMD conducts monthly syndicated studies among retail and hospital pharmacists, addressing all facets of inventory management and pricing concerns.*

*Analy\$ource Online® is also available to provide the very latest drug pricing and deal information via the Internet.*

*DMD's clients include marketing research, product management, and trade relations executives from pharmaceutical and biotechnology companies nationwide. Offices are located in our state-of-the-art facility in Central New York. Our senior level staff has collectively more than 100 years of pharmaceutical experience.*