



Pharmacy | Digital | Consumer | Pricing



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## RxAnalyst<sup>SM</sup>

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### ***Insight to physician prescribing intent and pharmacy fulfillment***

- ▲ *Do you know precisely how prescribers write for your drug, including important details?*
- ▲ *Do you know why substitution may be occurring when the prescriber wrote for your brand?*
- ▲ *Are you converting scripts from your old to newly formulated brand, or losing them to generics?*
- ▲ *What are the writing routines of physicians for your brand, and do they vary between specialties?*

### **Rationale**

Brand teams and the sales force spend tremendous energy and resources trying to persuade prescribers to write for their brand. A prescriber's *intent* for the patient to use the brand by writing a prescription is only step one, but it does not guarantee it will *actually* be dispensed at the pharmacy.

**RxAnalyst<sup>SM</sup>** documents precisely how prescriptions were written and how they were dispensed, revealing any issues that may hinder selling efforts.

### **Sample and Methodology**

**RxAnalyst<sup>SM</sup>** is a proprietary service that is customized to the needs of each brand studied. A representative subset of DMD's large retail pharmacy panel is sent invitations and survey instrument to participate. As a quantitative study, we sample enough pharmacies to generate a quantitative number of prescriptions for analysis – from as few as 50 to over 1,000. Often, our clients track changes over time to measure promotional success.

Prescription details are collected both prospectively and retrospectively, depending on your key business questions and time constraints. Each prescription record retrieved and documented typically captures the following details:

- Dosing and signa
- Strength
- Authorized refill quantity
- Rx protection status: DAW or Brand Medically Necessary
- Physician specialty
- Date Rx *written* by prescriber and *filled* in the pharmacy

On the dispensing side of each prescription **RxAnalyst<sup>SM</sup>** shows:

- What was *actually* dispensed
- Reasons for any substitutions (payer formulary, lack of Rx protection, Step edit/prior authorization, etc.)
- Payment method information (including any codes)
- Basic patient demographics (age, sex)
- Additional open or close ended questions are often included

## Report

DMD has conducted **RxAnalyst<sup>SM</sup>** studies for over 20 years and provides analytical reports in PowerPoint. We offer complete flexibility for your output requirements.

## Timing

**RxAnalyst<sup>SM</sup>** typically requires 4-6 weeks to complete. However, if a brand has adequate sales volume we have successfully completed studies from study approval to final report in as little as two weeks.

## Investment

Because each **RxAnalyst<sup>SM</sup>** study varies in size and scope, DMD will review the details of your business questions in advance of preparing a proposal to meet your needs.

## DMD Contact

For more information or consultation about how **RxAnalyst<sup>SM</sup>** may answer your prescription related business questions, 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
Jim Sharples, VP of Market Research	Tel.	315.671.0811

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.*