

Efficient, trusted and cost-efficient

## The pharmacists omnibus survey

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**Do you need fast, well-founded answers from pharmacists to your marketing questions?**

DocWorld AG's online market survey « **pharm-panel** » provides you with a reliable basis for decision-making: specific, **quick, professional and with an attractive value for money.**

The survey waves take place on the following dates:

	Ed. Deadline I	Ed. Deadline II	Results
February	21.01.2025	28.01.2025	25.02.2025
March	19.02.2025	26.02.2025	21.03.2025
April	11.03.2025	18.03.2025	11.04.2025
May	23.04.2025	30.04.2025	29.05.2025
June	20.05.2025	27.05.2025	20.06.2025
August	22.07.2025	29.07.2025	22.08.2025
September	26.08.2025	02.09.2025	26.09.2025
October	16.09.2025	23.09.2025	17.10.2025
November	30.10.2025	06.11.2025	02.12.2025

**Condition for realisation:** A survey wave will be carried out if a minimum of 4 questions has been received.



Please send us questions that need to be revised by us and/or approved by your clearing process until **editorial deadline I**. Internally approved and final questions may be submitted until **editorial deadline II**.



### Target group

The **pharm-panel** is a multi-topic survey (omnibus) among Swiss pharmacists from German- and French-speaking Switzerland.



### Questions

Participation is possible with **at least 3 questions per client (open, semi-open, closed or matrix)**. DocWorld AG will be happy to **support** you in **formulating your questions** from the date of reception until the editorial deadline. The online survey will be programmed, carried out and evaluated by DocWorld **in accordance with your questionnaire**. We will take care of the translation of your questions.



### Evaluation

**About three weeks** following the deadline, we will send you the **evaluation of your questions**. You receive the results as a PDF version of a PPT presentation. The evaluation consists of aggregated results from **100 pharmacists from a national panel**.



### Costs

The **package price** is **CHF 1'350.-** per closed question and **CHF 1'550.-** per semi-open / open / matrix question (up to 6 answer options, each additional answer option CHF 200.-, plus CHF 300.- if a matrix answer option is open). The price includes support with formulation, translation of the questions, programming, and evaluation. **Additional evaluations** in Excel format are possible for an **additional charge**. **Pharmacovigilance** is charged according to expenditure.

## Coordination

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**Combine** your **pharm-panel** questions with our survey of «druggists» (Drogisten HF / droguistes ES) - the d-panel - and **receive answers from a total of 150 specialists!**

Package price excl. VAT:

- Per closed question CHF 1'430\*
- Per open / semi-open / matrix question CHF 1'670\*

\*Incl. translation, programming and evaluation