

Efficient, trusted and cost-efficient

The pharmacists omnibus survey

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	01.02.2024	08.02.2024	07.03.2024
May	16.04.2024	23.04.2024	17.05.2024
September	22.08.2024	29.08.2024	27.09.2024
November	05.11.2024	12.11.2024	13.12.2024

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



Questions that need to be revised by us and/or approved by your clearing process should reach us by the **editorial deadline I**. You can send us internally approved, final questions by the date of **editorial deadline II**.

Examples of questions:

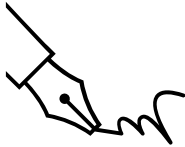
- Clarification of product statements, e.g. on impact or relevance.
- Tracking of parameters (awareness of a product, procedure for therapy selection)
- Use and experience with a preparation or product
- Advertisement / subject tests (attention effect, idea combination, credibility, activation effect, fit to the therapy area).

This list can be extended at will.



Target group

The **pharm-panel** is a multi-topic survey (omnibus) among Swiss pharmacists from German- and French-speaking Switzerland. Participation is possible with **at least 3 questions per client (open, semi-open, closed or matrix)**.



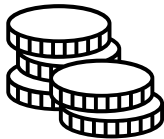
Questions

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 1'300** per closed question and **CHF 1'500** per semi-open / open / matrix question (excl. VAT). 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 1'390*
- Per open / semi-open / matrix question CHF 1'630*

*Incl. translation, programming and evaluation