

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
<b>February</b>	27.01.2026	03.02.2026	27.02.2026
<b>March</b>	17.02.2026	24.02.2026	20.03.2026
<b>April</b>	23.03.2026	30.03.2026	24.04.2026
<b>May</b>	20.04.2026	27.04.2026	21.05.2026
<b>June</b>	19.05.2026	26.05.2026	19.06.2026
<b>August</b>	14.07.2026	21.07.2026	14.08.2026
<b>September</b>	25.08.2026	01.09.2026	25.09.2026
<b>October</b>	15.09.2026	22.09.2026	16.10.2026
<b>November</b>	03.11.2026	10.11.2026	04.12.2026

**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