

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	27.01.2026	03.02.2026	27.02.2026
March	17.02.2026	24.02.2026	20.03.2026
April	23.03.2026	30.03.2026	24.04.2026
May	20.04.2026	27.04.2026	21.05.2026
June	19.05.2026	26.05.2026	19.06.2026
August	14.07.2026	21.07.2026	14.08.2026
September	25.08.2026	01.09.2026	25.09.2026
October	15.09.2026	22.09.2026	16.10.2026
November	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 1'400.-** per closed question and **CHF 1'600.-** per semi-open / open / matrix question (up to 6 answer options, each additional answer option CHF 220.-, plus CHF 330.- 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 1'480*
- Per open / semi-open / matrix question CHF 1'750*

*Incl. translation, programming and evaluation