pharm-panel
Online-Marktforschung Apotheken

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	26.01.2027	02.02.2027	26.02.2027
March	15.02.2027	22.02.2027	19.03.2027
April	22.03.2027	30.03.2027	23.04.2027
May	20.04.2027	27.04.2027	21.05.2027
June	18.05.2027	25.05.2027	22.06.2027
August	13.07.2027	20.07.2027	13.08.2027
September	17.08.2027	24.09.2027	17.09.2027
October	14.09.2027	21.09.2027	15.10.2027
November	02.11.2027	09.11.2027	03.12.2027

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

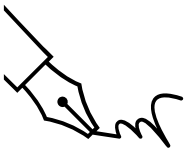
Please send us questions that need to be revised by us and/or approved by your clearing process until **editorial deadline I**. Internally approved and final questions may be submitted until **editorial deadline II.**

pharm-panel
Online-Marktforschung Apotheken



Target group

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



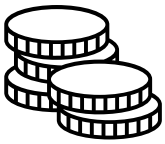
Questions

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** i**s 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

Dr. med. Walter Kaiser
+41 41 748 82 10
walter.kaiser@docworld.ch

Peter Mutzner, M.Sc.
+41 41 748 82 16
peter.mutzner@docworld.ch



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