

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 | 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 | 15.07.2025 | 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.

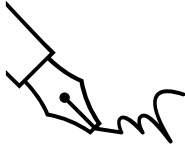


Please send us questions that need to be revised by us and/or approved by your clearing process until **editorial deadline I**. Internally approved and final questions may be submitted until **editorial deadline II**.



Target group

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



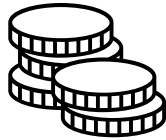
Questions

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

*Incl. translation, programming and evaluation