

Patient



PharmaLogSM

Patient / Pharmacist Dialogue

DMD's newest custom report is designed to reveal actual questions being asked of working retail pharmacists behind their counters.

The patient/pharmacist relationship is continuing to expand as the hectic pace of primary care practice increasingly limits physician interaction with patients. DMD's recognition of this important shift in health care delivery reflects its enduring leadership in pharmaceutical marketing research.

Participating pharmacists will record key facts from conversations initiated by customers regarding specific products within a therapeutic category. Conversely, routine questions can be asked by **PharmaLog**SM pharmacists to determine patient attitudes or concerns.

- › Measures patients' questions and concerns
- › Provides early alert to potential patient or provider educational needs
- › Assesses pharmacist's role in your product's future

 **Delta Marketing Dynamics**
A Healthcare Marketing Research Company

Seeing Beyond the DataSM