

Pharmacy



Stocking Penetration & Turnover Analysis

Retail PIP™ tracks product level stocking and inventories monthly in a representative panel of 400 stores drawn from over 7,000 participating pharmacies across the country. The accuracy of DMD pricing information and prescription data has been relied upon by pharmaceutical marketers for over 30 years.

Hospital PIP™ tracks stocking penetration, nationally projected inventory, 30-day movement, as well as all-important formulary status (including restrictions) in acute care general hospitals nationwide. Annual purchases and net acquisition costs are also available.

DMD PIP Reports have become a standard tool throughout the industry.

- ▶ Helps forecast uptake for product/package changes
- ▶ Invaluable for production planning purposes
- ▶ Helps determine impact of price adjustments



Seeing Beyond the Data™