

Pharmacy



Pharmacy Based Prescription Activity

RxAnalystSM records pharmacy dispensing activity with the objective of identifying the reason(s) why a specific product was dispensed (or not). Chain and PHP formulary status, inventory pressures, substitution policies and patient price sensitivity are typically examined. Client-requested data may be added without extra charge.

This exclusive study is always available as a short-planning cycle service, made possible through the DMD infrastructure, which includes immediate access to thousands of pharmacists.

DMD's dominance in pharmacy market research makes it the logical choice for preparing custom-template reports summarizing point-of-purchase decisions affecting prescription activity.

- ▶ Client-directed inquiries into product dispensing patterns
- ▶ Clarifies and quantifies pharmacy dispensing activity
- ▶ Determines unfilled-Rx rate and uncovers reasons



Seeing Beyond the DataSM