



PHARMACY Focus Group PROGRAM

YOUR OPPORTUNITY TO REACH INDEPENDENT PHARMACY OWNERS, REPRESENTING AN \$93 BILLION MARKETPLACE

The National Community Pharmacists Association (NCPA®) offers direct access to the independent community pharmacy market with our Pharmacy Focus Group Program. These in-person focus groups help partners connect with and observe potential buyers and prospects—independent community pharmacists—as they talk about topics of interest.

NCPA will coordinate your focus group, provide access to key independent pharmacy decision makers and tailor this research to the specific needs of your organization. Let NCPA's professional staff help you collect valuable information to service your marketing needs and maximize the value of your products, services and brand in the marketplace.

Through our Pharmacy Focus Group Program, NCPA will:

- Identify NCPA independent pharmacist members that will provide a cross-section of feedback
- Recruit pharmacists to take part in focus group discussion
- Secure meeting space and coordinate logistics, set-up, as well as food and beverages

Independent Pharmacy Today*

- An \$93 billion Marketplace
- Average revenue per independent pharmacy: \$4M
- Average number of prescriptions dispensed per pharmacy: 64,635 annually, 207 per day
- Representing 40% of the nation's retail pharmacies

*Based on the 2010 NCPA Digest, Sponsored by Cardinal Health



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