



PHARMACY Online Survey PROGRAM

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

The National Community Pharmacists Association (NCPA®) offers online marketing surveys to help you gather vital information on the views of community pharmacists on topics of interest. These surveys are valuable tools for your organization to gather market intelligence regarding opinions, trends, and competitors and gauge interest in new products and service offerings. NCPA's online marketing survey program offers your organization real-time results collected using a flexible, user-friendly design with automated tracking and reporting.

Whether you need an online marketing survey designed from scratch, or have an existing survey that needs to be administered, NCPA takes extraordinary measures to ensure validity, reliability and bias reduction. Our goal is to help you compose highly relevant online marketing surveys that will yield sound and valid conclusions while achieving the maximum survey response rate possible.

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



Contact For More Information

Philip Quinlan

Vice President, Business Development

philip.quinlan@ncpanet.org

703.838.2668

Nina Dadgar

Director, Sales & Marketing

nina.dadgar@ncpanet.org

703.838.2673