



## I. OBJECTIVES

### 4 major types of studies:

- **Origin of prescriptions** = the current prescriber may only be renewing a treatment started by another physician; Pharmacess measures the influence of various specialists in hospital and private practice on first prescriptions of treatments (See over).
- **Dispensing studies** = the influence of indications on sales, wording of prescriptions, analysis of substitutions, patient profiles, etc.
- **Ad hoc studies** targeting pharmacists
- **Patient studies** = truly representative consumer profiles for the product studied.

## II. THE STRENGTHS OF PHARMACCESS

### Panel:

4000 partner pharmacies experienced in PHARMACCESS methodology  
-> guaranteed reliability and quality data collection

### Expertise in various markets:

Prescription drugs – Through hospital stocks - Semi-ethical drugs – OTC, etc.

### Ad Hoc:

Specification sheet and questionnaire adapted to each situation  
Sample defined according to the subanalyses required

### Multicountry:

Exploitable at local or International level

### Team:

Account manager and pharmacist study manager, with sessions in the pharmacy  
A staff member dedicated to the logistics of PHARMACCESS studies

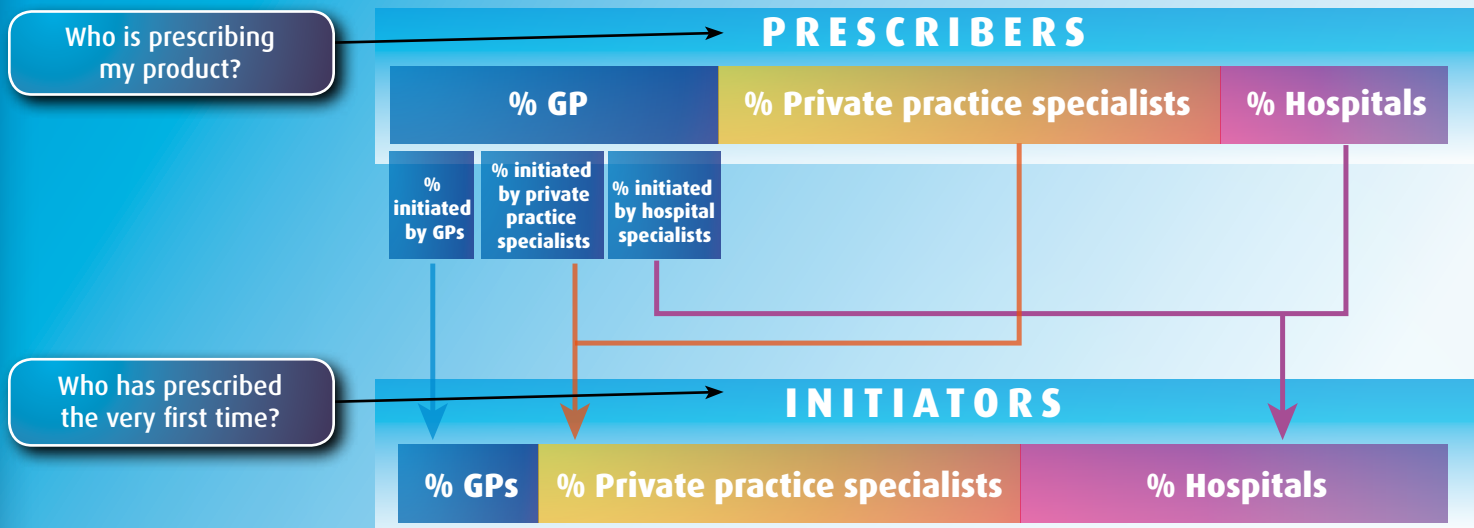
## III. METHODOLOGY

**Prospective data collection on prescriptions and drugs dispensed using a sample of representative pharmacies covering the usual 3 criteria: *Region, size of town, and sales.***



## IV. DISPENSING STUDIES: KEY FINDINGS

**Prescription SOURCE EFFECT: Which specialist to concentrate on?**



## V. CONTACTS

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## VI. CLIENTS

**ABBOTT – ALMIRALL – ASTRA ZENECA – BMS – BOEHRINGER ING. – BOUCHARA – CHIESI – EXPANSCIENCE – FRESENIUS KABI – GSK – IPSEN – JANSSEN CILAG – LILLY – MENARINI – MSD – NOVARTIS – NOVARTIS SF – PFIZER – ROCHE – SANOFI AVENTIS – SCHERING PLOUGH – SCHWARZ PHARMA – SERONO – SERVIER – SPMSD – TAKEDA – UCB – URGO – VIATRIS – WYETH – ZAMBON**