Understand and connect with **pharmacists**

The role of the pharmacist continues to evolve as a critical connection between patients and healthcare access. **M3 MI's Pharmacy Study** provides essential data for understanding the motivations and behaviors of these HCPs, and how to effectively reach them, empowering informed marketing plans and decisions.

Identify and profile the pharmacy audiences important to your communication plan

- ✓ Employment locations (e.g. hospital type, retail size/location)
- ✓ Years in practice
- ✓ Decision-making role
- ✓ Time spent consulting with patients
- ✓ Prescribing profile (e.g., # of Rx filled, pharmacy drug budget)
- ✓ Patient interactions (e.g., recommending generics, other brands)
- ✓ Use of technology for work
- ✓ Demographics
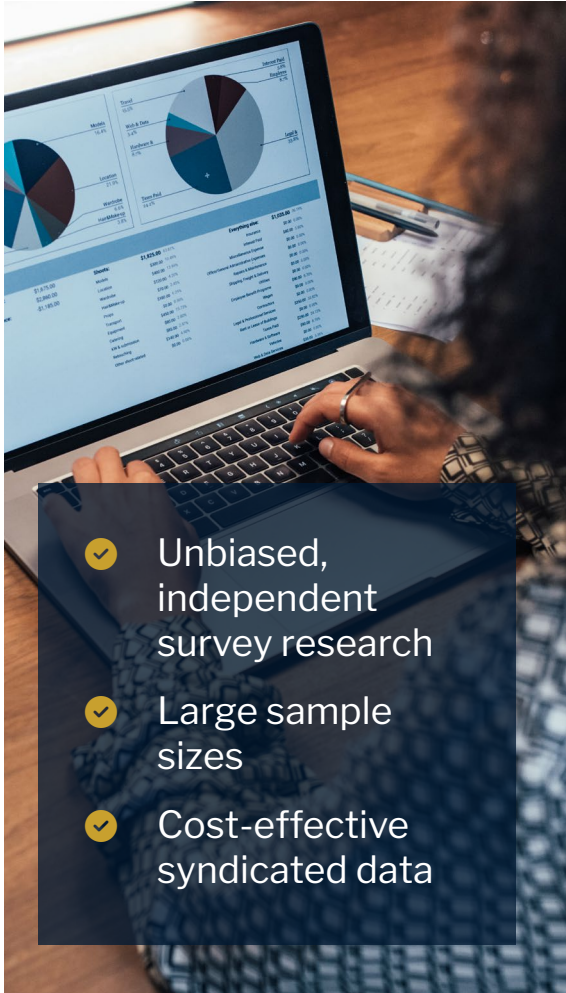
Support omnichannel marketing strategy

Pharmacists' channel preferences and usage across key information sources:

- Conferences & meeting (remote & in-person)
- Professional associations
- Professional portals
- Newsletters
- Professional journals (print/websites)
- Social media
- Webinars
- Podcasts
- Pharma websites
- Sales reps
- + many more

Develop media plans for your target audiences

Trusted media measurement data across 53 media properties:

- Pharmacy journals
- Pharmacy-specific and HCP-focused websites
- Reference websites
- Consumer-facing websites
- Professional and consumer social media
- Mobile apps
- Email & print newsletters

Pro Health Resources

Download the latest Professional Health content directory here or visit our website for other relevant materials.

Pharmacy Study details

Latest release:	May 2024
Survey respondents:	1,200+
Sample source:	Mix of online panels, database and publisher lists
Methodology:	Online pharmacist interviews, weighted and projected to the U.S. universe of active pharmacists
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Counts by key area

Chain	N=457
Independent	N=338
Health-system	N=452
Owner/managers	N=873
Staff	N=374

- Unbiased, independent survey research
- Large sample sizes
- Cost-effective syndicated data

M3 MI Professional Health

Other Syndicated Offers

Ad Intelligence

The market's leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.

HCP specialties & health verticals

Media measurement and strategic omnichannel insights for 23 medical/surgical physician specialties, and other health verticals including: dentistry, eyecare, hospital management, managed care, oncology nursing, PA/NP, pain medicine, pathology, pharmacy, and radiology/radiation oncology.

MARS Consumer Health

MARS is the industry's most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI's annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

M3 MI