

New Data, Same Result Pharm/alert® Is Still The Best Way To Communicate With U.S. Pharmacists and Pharmacy Technicians

1. 75% of Retail Pharmacists Use Pharm/alert ¹
2. 84% of pharmacists indicated that Pharm/alert provides information they had not known before and 82% of pharmacists would recommend Pharm/alert as a source of credible information ²
3. By a wide margin Pharm/alert is the FIRST envelope opened ²:
 - 70% Pharm/alert
 - 8% Pharmaceutical Company Own Mail
 - 8% Monthly Prescribing Reference
 - 6% Pharmacist Flash
 - 5% Stat Gram
 - 3% Generics First
4. 55% of pharmacists share Pharm/alert in their pharmacy ²:
 - 42% with four or more pharmacists
 - 28% with three pharmacists
 - 27% with two pharmacists
 - 3% with one pharmacist

130,000 Retail Pharmacists Read Pharm/alert

5. 56% of pharmacists share Pharm/alert with their pharmacy technicians! They indicate that 3.3 pharmacy technicians see the contents of each Pharm/alert.²

¹ Perq - Focus® Pharmacy 2009 data – 680 pharmacists survey sample
² 2009 Benchmark Pharmacy Study – 1,664 pharmacists survey replies



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