

Benchmark Research



The Value of Mail Case Study

*Recent Survey confirms that mail
gets pharmacists attention first.*

Methodology

Benchmark Research sent a survey to 500 pharmacists nationwide. The survey was mailed in February 2007 in a #10 white envelope from Benchmark Research with their logo on the envelope (for further reference: the Benchmark survey on page 8). The survey was printed on a white 8.5" x 11" sheet of paper with the Benchmark Research logo on the left top corner. Enclosed with the survey was a \$2 bill to thank the pharmacists for their cooperation in filling out the questionnaire.

The pharmacists were asked to use the pre-paid envelope to mail it back to Benchmark Research.

Benchmark Research counted and calculated the results of this survey.

The purpose of this survey was to assess the attitude of the pharmacists toward the printed materials they regularly receive, and to also determine which mail pieces pharmacists consider the most important and useful.

Executive Summary

The Benchmark Research survey was mailed to 500 pharmacists nationwide selected from the NCPDP (National Council For Prescription Drug Programs) list. A random name selection criteria was used to obtain the 500 pharmacy locations. The survey was sent via first class mail.

The overall response rate was 40.5%

The survey results demonstrate that information delivered by mail gets immediate attention. Pharmacists were asked whether they read mail, medical/pharmacy journals or faxes first. 49.3% read their mail first, 22.1% read medical/pharmacy journals first, and 28.6% read faxes first.

The survey results also demonstrated that mail delivered by Pharm/alert[®] gets immediate attention as well. Pharmacists were asked to rank the mail they receive by type they open first. Pharm/alert[®] was ranked first by a very significant margin, industry mail was second; Stat Gram[®], Pharmacists Flash[®], and Western Union[®] were all significantly behind the first two rankings.

The study also proves that pharmacists open and read mail sent to their pharmacies. Pharmacists were asked who opens the mail and who completed the questionnaire. 80.4% of the pharmacists opened their own mail and 87.9% of the questionnaires were completed by pharmacists.

The questionnaire also proved that in 81.2% of the pharmacies where Pharm/alert[®] is delivered, at least two pharmacists read each issue of Pharm/alert[®].

Conclusion

The answers to the questions in this survey were clear. The results confirm that mail reaches pharmacists and that mail gets pharmacists attention before medical/pharmacy journals. In addition, pharmacists value Pharm/alert®. The study also reveals that a majority of pharmacists open their own mail and respond to the contents.

Total Response

	Benchmark Research #10 Envelopes
Survey Sent	500
Undeliverable	8
Total Returned	199
Response Rate	40.5%

Detailed Response

1. Of the printed materials that you receive regularly, which do you read first?

22.1% Pharmacy or Medical Journals

49.3% Mail

28.6% Faxes

2. Of the direct mail you receive, what do you open first? Please rank the following 1 – 5 where 1 is the first item you'd open.

1.52 Pharm/alert® 3.34 Pharmacists Flash®

2.83 Letter from Pharmaceutical Company 3.69 Western Union®

3.43 Stat Gram®

3. Of the mail read first (ranked number 1 above), why is it the first read?

40.8% Reliable Source

19.1% Familiarity With Content

40.1% Most Applicable To Me

4. Who opens the mail in your office:

53.3% Owner/Manager

27.1% Staff Pharmacist

19.6% Other

Detailed Response

5. Person completing questionnaire:

46.2%	Owner/Manager
41.7%	Staff Pharmacist
12.1%	Other

6. How many Pharmacists in your pharmacy see each issue of Pharm/alert®

56.8%	1 – 2
26.8%	3 – 4
1.4%	5 or more



Information Questionnaire-February 2007

Thank you for answering the following questions:

1. Of the printed materials you receive regularly, which do you read first?

- Medical/Pharmacy Journals Direct Mail Faxes

2. Of the direct mail you receive, what do you read first? Please rank the following 1 - 5, where 1 is the first item you'd open.

- _____ Pharm/alert _____ Western Union _____ Pharmacist's Flash
_____ Letter From Pharmaceutical Company _____ Stat Gram

3. Of the mail read first (ranked number 1 above), why is it the first read?

- Reliable source Familiarity with Content Most applicable to me

4. Who typically opens the mail in your office?

- Owner/manager Staff Pharmacist Other: _____

5. Person Completing this questionnaire

- Owner/manager Staff Pharmacist Other: _____

6. How many Pharmacists in your pharmacy see each issue of Pharm/alert? _____

Comments:
