

# Location Reports Pharmacies

*The proper functioning of a pharmacy depends largely on the quality of its environment. The population, competition and related activities play a key role. Do you have questions about the current or future location of your pharmacy? To be able to answer, IQVIA and Sirius Insight have launched Location Reports Pharmacies*

**Location Reports Pharmacies** is a solution for both independent pharmacies and chain pharmacies. It consists of a concise location report, which analyzes the environmental characteristics and performance of your pharmacy. It provides you with a clear picture of the customer potential, the local population, the competitive pressure and the commercial environment.

**Location Reports Pharmacies** is thus an internal and external analysis of your pharmacy, which answers key questions related to performance, potential, and your current situation:

- How large is the local population?
- What are the characteristics and consumption habits of the population near your pharmacy?
- Are there many or few doctors, stores and catering services close to my pharmacy?
- For which product categories is my score higher/lower than other pharmacies?

**You will then receive a full analysis of:**

- Location characteristics: service area, competition, and medical activity
- The potential customer



- The demographic profile of the population: income, age, situation
- The competition through a comparative study

All results are presented and explained during a meeting with our partners and each subject is accompanied by detailed maps, relevant indicators and observations from experts in geomarketing. You will benefit from recommendations on the next steps and next actions for you and your pharmacy.

Want to discover more about this solution?  
Do not hesitate to contact us and/or our partners.

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## CONTACT US

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