



Neighbourhood  
Pharmacy  
Association of Canada

Association canadienne  
des pharmacies  
de quartier



## Pharmacy 360<sup>0</sup> – 2015 Insight Survey now LIVE

The Neighbourhood Pharmacy Association of Canada “Pharmacy 360<sup>0</sup> – 2015 Insight Report,” powered by PricewaterhouseCoopers, has now launched, with the start of data gathering on Thursday, February 5,

The final report will be delivered in two components – a high-level perspective on the industry as a whole, and, a summary of findings for participating individual pharmacies. The survey results will provide the Association with the foundational data to support advocacy initiatives and advance the business of pharmacy as an integral hub of patient care, closer to where Canadians live, work and play.

The online survey’s questions collect information in four broad categories: demographics; dispensing; patient services; and, front shop/OTC. When collected and analyzed, the data will provide a comprehensive and up-to-date map of the Canadian retail pharmacy landscape.

We expect that the survey will be in the field for approximately four weeks. Depending on the participation rate, the final report is scheduled to be published before the Association’s Annual Conference in mid-May.

**To access the Pharmacy 360<sup>0</sup> - PwC Pharmacy Retailer Survey please go to:**

**[neighbourhoodpharmacies.ca/survey](http://neighbourhoodpharmacies.ca/survey)**

**[neighbourhoodpharmacies.ca/sondage](http://neighbourhoodpharmacies.ca/sondage)**

**Or visit : [www.neighbourhoodpharmacies.ca](http://www.neighbourhoodpharmacies.ca)**

For further information on the survey and “2015 Insight Report,” please contact: **Anthony Silva** ([asilva@neighbourhoodpharmacies.ca](mailto:asilva@neighbourhoodpharmacies.ca)) or **Rob McCord** ([rmccord@neighbourhoodpharmacies.ca](mailto:rmccord@neighbourhoodpharmacies.ca)).

Looking forward to your participation!