

Prism Pharma Industry Survey



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Intelligence

Our industry is in a time of change, so we thought what better time to take its pulse with a Prism Online® survey. The purpose of this survey was to examine job satisfaction, employment parameters and opinions about the industry. Over 3,000 clients in our database were sent an invitation to participate during June 2008.

In total almost 400 surveys were completed—from pharma, biotech and supplier companies. Of the respondents, 47% were male, had an average of 13.2 years of industry experience, 33% obtained a post-graduate degree, 56% were in the Toronto area and over 40% held current positions at pharma companies.

As for the best of the best list—Pfizer (45%) and Amgen (51%) were by far the most respected pharma and biotech companies respectively. Antibody led the agencies (12%), Ipsos for research (22%), CME Solutions for CHE (10%) and National was the leading PR company (20%). Special mention goes to PTM, the best direct marketing supplier at 62% of all votes!

We are in a hard-working industry with the average work week being 46.5 hours (Figure 1). Added on to this was an average daily commute of 66 minutes. This was similar in both Toronto and Montreal. While at work, we receive an average of 46 e-mails per day (Figure 2). For this effort, the average salary in this survey was \$98,000, with most people making an annual bonus, but only 13% with a commission structure.

We asked about the future of the pharma industry in Canada. The more experienced employees and those in Montreal were more pessimistic than the rest. When we look at the reasons for pessimism, formularies, the Common Drug Review and the lack of new products are common barriers for pharma employees (Figure 3).

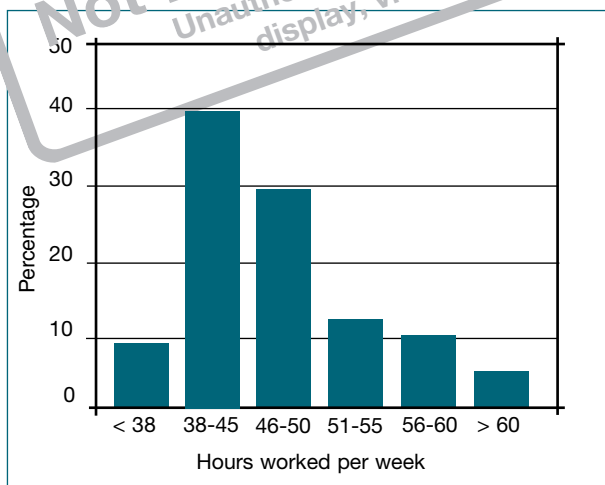


Figure 1. Hours worked per week.

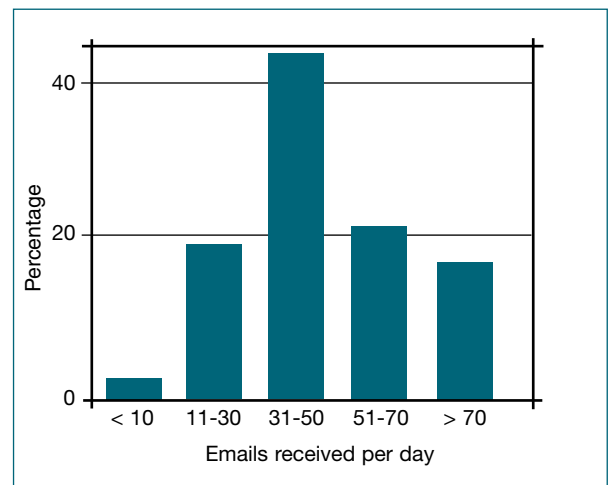


Figure 2. E-mails received per day.

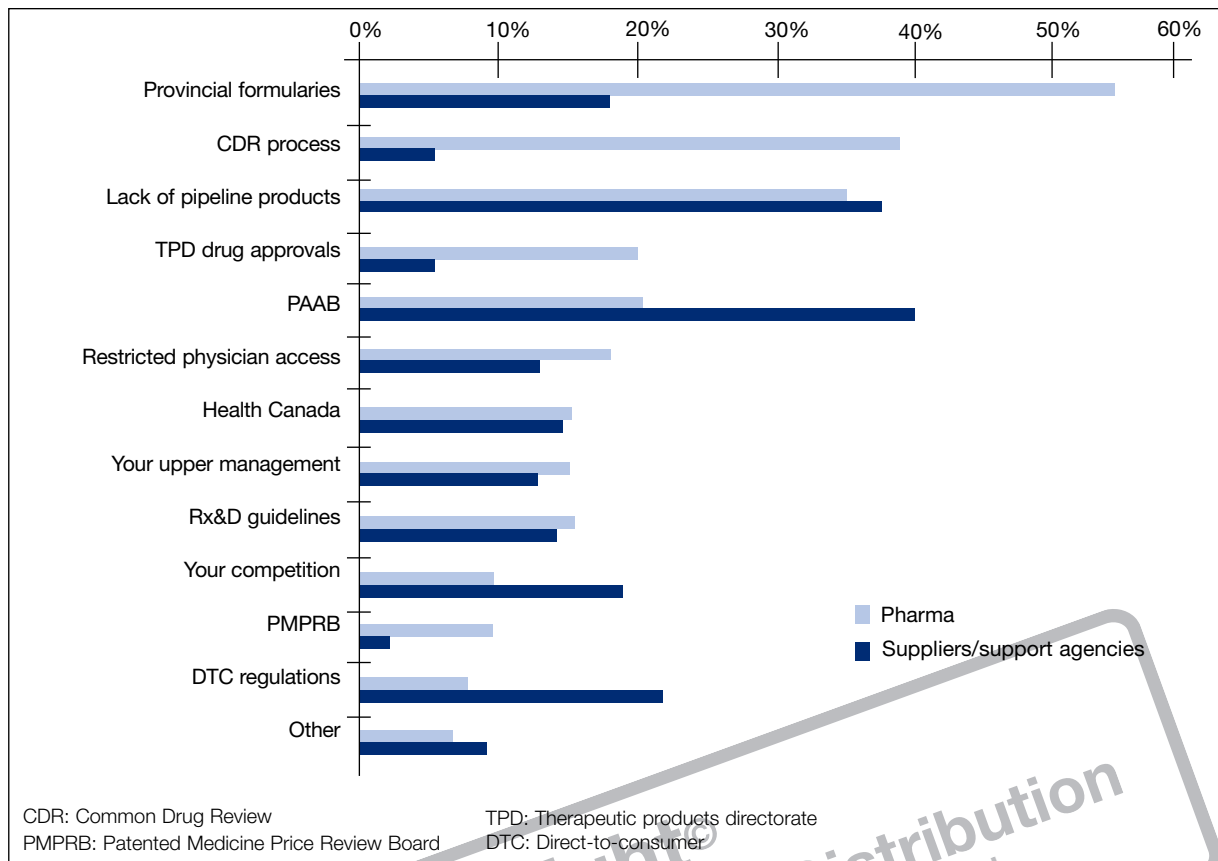


Figure 3. Greatest barriers to company success.

Suppliers are destined to always be worried about PAAB. It appears pharma employees may be sending a message when they stated that their upper management is a greater barrier than their competition!

Prospects of promotion most limit job satisfaction, with suppliers being more satisfied with their quality of direct reports compared to pharma. Ninety per cent of respondents felt their company was ethical and few stick around because of a good benefit package.

When we asked where to invest newfound money (Figure 4), most pharma companies agreed that investment in key opinion leaders and CHE were providing the best return of investment. Suppliers felt advertising and sales material had better impact. As for journal investments, the *Medical Post* and *CMAJ* were tops, with Formedic Patient Record Forms leading non-journal advertisers.

This is the summary of top line results. There is a lot more detail if you are interested. For a review of the survey questions, please go to www.prismresearch.ca and log on to the survey on the "Applications" page.

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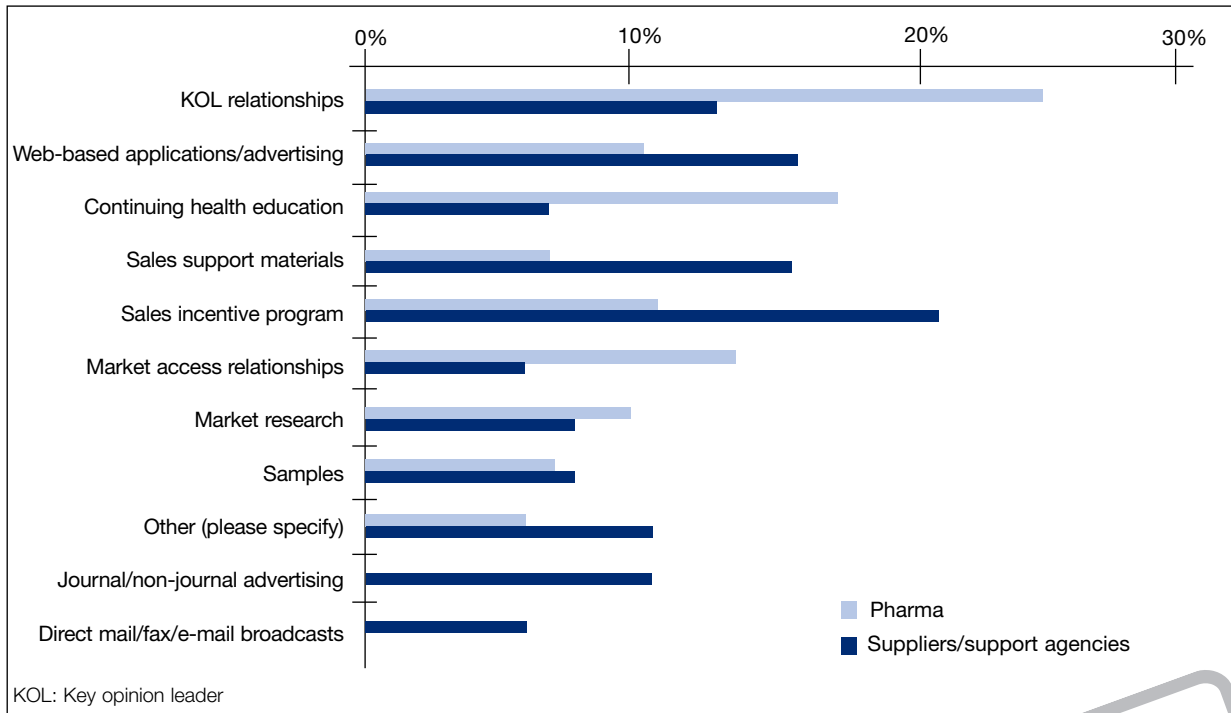



Figure 4. Where to spend an extra \$50,000.

Ninety per cent of respondents felt their company was ethical and few stick around because of a good benefit package.

Thanks to those that contributed. The respondents selected Canadian Cancer Society as the charity of choice for our donation for completing the survey.

We hope to repeat this next year and if there are questions you would like to add, please let us know. For more information about the findings or how you compare to your colleagues, please call Andrew Mathers at (905) 415-1940. 

Prism Healthcare Intelligence is a pharmaceutical market research company specializing in online surveys and qualitative interviews. For more information about this survey or other Prism capabilities, please contact: pchalkley@prismresearch.ca or visit www.prismresearch.ca.