

# *PERQ/HCI* RxMixMastR™

*Data Delivery for Good Measure*

## **Fast, User-Friendly Evaluation of Reach and Frequency of Media Plans**

RxMixMastR provides media planners with a vehicle for **combining all aspects of the promotional plan** (detailing, direct mail, journals, desktop media, etc.) within a specialty and perform basic evaluations related to cost, reach, and frequency.

## **Powerful Analysis of Integrated Media Plans**

RxMixMastR is a PC-based system that is updated annually with data from the PERQ/HCI Medical/Surgical Non-Journal Media Study.

For selected media, actual non-journal and rate card data have been used to input:

- The highest number of times anyone is reached
- The percentage of the target reached
- The average frequency of exposure among those reached
- The cost of the “buy”

Based on these inputs, RxMixMastR estimates the composition of the frequency distribution, using the beta binomial distribution model.

RxMixMastR is not limited to the standard “buys” derived from the PERQ/HCI Medical/Surgical Non-Journal Media Study™. The user can add journal schedules, detailing, direct mail programs, or any other vehicle of interest. Likewise, custom buys in various non-journal media can also be evaluated.

**For more information, call [800.243.2702](tel:800.243.2702) ext. 235**



[www.PERQ-HCI.com](http://www.PERQ-HCI.com)