CONSUMER MARKETING WORKSHOP FEEDBACK

Pharmaceutical Company Marketing

Date:______________________________

1  What are the most important things you learned about DIRECT-TO-CONSUMER ADVERTISING?

________________________________________________________________________

2  Did this workshop add to what you already knew?
   ○ Yes, a lot  ○ Some  ○ Not very much

3  Were you familiar with the alternative sources of information on medications for patients?
   ○ Yes, familiar with most  ○ Some new/some familiar  ○ Mostly new information

4  Do you send patients to these sources?
   ○ Yes, on a regular basis  ○ Sometimes  ○ Rarely

5  Do you think information from this workshop will help you feel more prepared to handle patient requests?
   ○ Yes, definitely  ○ Probably  ○ Not sure

6  Rate the importance of this topic for prescribing clinicians:
   ○ Very important  ○ Important  ○ Not very important

FEEDBACK ON TEACHING METHOD IN THIS WORKSHOP

7  Rate the effectiveness of the medication request by the actor:
   ○ Very effective  ○ Effective  ○ Not very effective

8  Rate the effectiveness of the debriefing/discussion, including some re-enactments:
   ○ Very effective  ○ Effective  ○ Not very effective

9  Rate the usefulness of hand-outs on alternative sources of information:
   ○ Very effective  ○ Effective  ○ Not very effective

10 Your age:__________________________________________________________

11 Your sex:  ○ F  ○ M

12 Your position:  ○ MD  ○ DO  ○ NP/FNP/ANP  ○ PA  ○ Nurse  ○ Support staff
   Other:______________________________________________________________

13 If licensed prescriber:
   Practice specialty:____________________________________________________
   Years in practice:_________  or current residency year: PGY___________
   Current practice:  ○ Full-time  ○ Part-time

Thank you participating in the Program in Wise Prescribing and providing us with your feedback.