CONSUMER MARKETING POST-TEST SURVEY  Pharmaceutical Company Marketing

To be completed by licensed prescribers 1-3 months after workshop

Date: ___________________________  Participant ID No.: ___________________  

1  Which of the following strongly influenced your most RECENT decision to start a new medication?  
Check all that apply: (i.e., a medication that you are prescribing for the first time ever)

[ ] an article in a peer-reviewed journal  [ ] a patient specifically asked for it
[ ] an ad in a peer-reviewed journal  [ ] information from a medical letter
[ ] a recommendation by a medical colleague  [ ] the availability of the medicine in the drug closet
[ ] a recommendation by a drug representative  [ ] other: ___________________________

2  Provide each of the following sources of information with a score from 1-10 based on how reliable the  
information they provide on the efficacy of treatments. Circle your answer for each:  
(1 = completely unreliable, 10 = excellent)

Magazine ads  1  2  3  4  5  6  7  8  9  10  
Television advertisements  1  2  3  4  5  6  7  8  9  10  
Drugs.com  1  2  3  4  5  6  7  8  9  10  
UpToDate for patients  1  2  3  4  5  6  7  8  9  10  
Health care practitioners  1  2  3  4  5  6  7  8  9  10  
National Library of Medicine  1  2  3  4  5  6  7  8  9  10  
University web sites  1  2  3  4  5  6  7  8  9  10  
Other: ___________________________  1  2  3  4  5  6  7  8  9  10  

3  Direct-to-consumer advertising helps patients to be better informed about their health problems.  

[ ] STRONGLY AGREE  [ ] AGREE  [ ] DISAGREE  [ ] STRONGLY DISAGREE

4  Direct-to-consumer advertising leads many patients to request medications that are inappropriate for their conditions.

[ ] STRONGLY AGREE  [ ] AGREE  [ ] DISAGREE  [ ] STRONGLY DISAGREE

5  I have no difficulty saying “no” (when appropriate) to patients who request medications they have seen advertised.

[ ] STRONGLY AGREE  [ ] AGREE  [ ] DISAGREE  [ ] STRONGLY DISAGREE

6  Direct-to-consumer advertising has a significant effect on cost of medical care.

[ ] STRONGLY AGREE  [ ] AGREE  [ ] DISAGREE  [ ] STRONGLY DISAGREE

7  I worry that patients may leave my practice if I don’t prescribe a medication they request.

[ ] STRONGLY AGREE  [ ] AGREE  [ ] DISAGREE  [ ] STRONGLY DISAGREE

8  Direct-to-consumer advertising results in having to spend more time talking to patients.

[ ] STRONGLY AGREE  [ ] AGREE  [ ] DISAGREE  [ ] STRONGLY DISAGREE

9  Patients are not interested in generic alternatives to medications they see on television.

[ ] STRONGLY AGREE  [ ] AGREE  [ ] DISAGREE  [ ] STRONGLY DISAGREE

10 Your age: ___________________________

11 Your sex: [ ] F  [ ] M

12 Practice specialty: ___________________________

13 Your position: [ ] MD/DO  [ ] NP/FNP/ANP  [ ] PA  [ ] Other

14 Years in practice: ________________ or current residency year: PGY ________________

15 Do you have a drug samples closet at your practice that is supplied by drug representatives?

[ ] Yes  [ ] No

Thank you for your time.