

Physician Questionnaire

Topic: Effect of Generic drugs on the buying behaviour pattern and brand sustainability
of Ethical drugs in Western India.

Dear Respondents,

I am undergoing this study for my Doctoral degree in Management. To serve the purpose,
I have designed this questionnaire. It would be kind on your part, if you acknowledge
gracefully your cooperation in answering the questionnaire.

I assure you that this information is gathered purely for academic purpose.

Thanking You.

Preshth Bhardwaj
PhD Scholar,
Faculty of Management Studies,
M.S. University, Baroda (Gujarat)

Physician Questionnaire

I. Mode of Practice:

(Please tick mark whichever is applicable)

(a) How do you practice?

- (i) Own a clinic _____
- (ii) In a hospital setting _____
- (iii) Visiting consultation/attached to several hospitals _____
- (iii) Other (Please specify) _____

(b) What means do you adopt while suggesting medicines for a specific disease to your patients?

- (i) give patients dispensed drugs _____
- (ii) only prescribe medicines to patients to purchase from local retail pharmacist _____
- (iii) use a combination of both _____

II. Attitudinal Information :

(5 as *strongly agree*, 4 as *agree*, 3 as *neither agree nor disagree*, 2 as *disagree*, 1 as *strongly disagree*)

5 4 3 2 1

1. The process of consultation:

(a) When a patient comes for treatment, I prescribe fixed set of brands for specific disease.

(b) When a new drug becomes available what I do most commonly is:

- (i) to use the drug on few patients and monitor _____
- (ii) to seek information from published findings on the efficacy of new drug _____
- (iii) believe on MR briefs on the information about the new drug _____

(c) When I take a history of my patients, I elicit their personal health beliefs about their illness

2. Sources of information for prescribing medicines

	5	4	3	2	1
(a) My normal practice is to seek regular information of updates about the promotional schemes and samples from the MRs.	_____	_____	_____	_____	_____
(b) Frequency of visits by MR provide me the confidence on the authenticity and efficacy of specific medicine brand.	_____	_____	_____	_____	_____
(c) Frequency of visits by MR helps me in deciding the preference set of brands of medicine for specific disease.	_____	_____	_____	_____	_____
(d) When I receive written promotional material from drug companies, I read it thoroughly.	_____	_____	_____	_____	_____
(e) I refer Medical Journal(s) to update myself with the latest developments in my field.	_____	_____	_____	_____	_____
(f) I read drug advertisements while reading Medical Journal(s).	_____	_____	_____	_____	_____

3. Prescription behaviour

	5	4	3	2	1
(a) When I prescribe, I compare the costs of different medicine brands which have the same efficacy.	_____	_____	_____	_____	_____
(b) When I am uncertain about an aspect of drug treatment, my first action, before I write prescription is to check the medical literatures.	_____	_____	_____	_____	_____
(c) My decision on final choice of brand(s), is based on the regular visits from local retail pharmacist(s) to request me for prescribing certain set of brands.	_____	_____	_____	_____	_____
(d) I sometimes follow consultation from my known physicians in deciding the drug options for specific disease of my patients.	_____	_____	_____	_____	_____

(e) I mostly prefer prescribing the medicine brands
that are effectively promoted _____

4. Cautiousness about fixed set of medicinal brands

5 4 3 2 1

(a) I normally prescribe my patients the pre-determined
set of medicine brands for specific disease. _____

(b) Gifts, samples, promotional schemes and frequent
visits by MRs, helps me to decide my final choice
of medicine brands for specific disease. _____

5. Relationship with Drug companies and Retail pharmacists

5 4 3 2 1

(a) I prescribe medicine brands of drug companies with
which I am most comfortable. _____

(b) I feel that relationships with drug companies can be
build based on the frequency of launch of promotional
schemes, gifts, sample of new drugs and visits from
company's MR. _____

(c) Relationship with local retail pharmacist also plays
major role in deciding final set of medicine brands for
specific disease for my patients. _____

6. I make a detail enquiry about the medicine brands from following sources:

Most sometimes rarely
Often

- (a) Medical Magazines _____
- (b) MR's brief _____
- (c) Company promotional ads & materials _____
- (d) Other Medical practitioners _____
- (e) Other(s), please specify, _____

7. What factor(s) you mostly prefer while prescribing medicine brand(s)?

(Please fill up these blanks as 1 being most preferred and 5 being least preferred)

- (a) _____
- (b) _____
- (c) _____
- (d) _____
- (e) _____

III. Personal Details:

(a) Name: _____

(b) Qualification:

- (i) MBBS : _____
- (ii) MD : _____
- (iii) Any other professional qualification : _____

(c) Years of Practice: _____

(d) Monthly income:

- (i) $\geq 1,00,000$ per month : _____
- (ii) 2,00,000-3,00,000 per month : _____
- (iii) 4,00,000-5,00,000 per month : _____
- (iv) $\geq 5,00,000$ per month : _____

(e) Address: _____

THANKS!