

APPENDIX 17
SELF-ADMINISTERED QUESTIONNAIRE FOR MARKETERS

20th Dec. 2001,

To,

Dear _____,

You will agree with me that business is marketing and the focus of pharma marketing is “Prescription” generation.

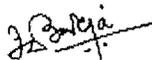
The dilemma of a pharma marketer is how to assign accurate weightage to each of the factors that positively affect the prescription behaviour of clinicians. If the relative weightage of these factors is known, it remains only an exercise in computation to allocate the available resources proportionately to design a cost effective budget. With this understanding in mind, I have initiated a study, which may throw some light on this issue. I need your co-operation for concluding this study. If you will be kind enough to read and respond to the accompanying questionnaire, a useful purpose will be served. Besides it may, to some extent, make your budget exercise more fruitful.

More presently with warm regards.



(B.R.Shah)

Shri B.R.Shah is a bonafide Ph.D. Student of the faculty of Management Studies, the M.S.University of Baroda, Baroda. The information sought vide this personal interview is strictly for academic purpose, and I assure you of the secrecy of any information you may give during the requested interview.



Dr. Jayraj Jadeja,
Reader in Marketing Management,
Faculty of Management Studies,
The M.S. University of Baroda; Baroda,

Questionnaire

(0) Rank the following attributes of a medicine in terms of their importance to you; i.e. the most important attribute at the top and the least important at the bottom.

- I. Efficacy II. Safety
 III. Cost IV. Dosage Convenience

(1) Rank the following sources of information, which you think help a clinician choose a medicine for prescription in order of importance, i.e. the most important at the top and the least important at the bottom.

- I. Medical representative II. Medical journal articles
 III. Medical journal advertising IV. Seminars/Conferences /CME Programme
 V. Doctor friend/Colleagues/Teachers

(3) Please read the following statements and tick mark your preference on the scale against each of them.

		Strongly agree	Generally agree	Moderately agree	Moderately disagree	Generally disagree	Strongly disagree
1. A doctor generally obliges a patient by prescribing, if he thinks that the patient has made a request for the same.	<input type="checkbox"/>						
2. Whether a doctor agrees with the request for prescription by a patient depends on his/her relationship with the patient.	<input type="checkbox"/>						
3. A doctor generally agrees to a request for prescription of a generic version of a drug instead of a branded version.	<input type="checkbox"/>						
4. If a patient requests for prescription of a particular drug and the doctor believes it to be non-efficacious, he/she will still prescribe it for the sake of his/her relationship with the patient.	<input type="checkbox"/>						
5. If a patient requests for a prescription of a drug and the doctor believes it to be unsafe, he/she will still prescribe it, if he/she thinks it necessary.	<input type="checkbox"/>						
6. if a patient does not like a particular medicine, the doctor will still prescribe it, if he/she thinks it necessary	<input type="checkbox"/>						

7. If a patient is already on a medicine prescribed by other doctor and is comfortable with it, the doctor will still consider replacing it with the medicine he/she generally prescribes.

Strongly agree	Generally agree	Moderately agree	Moderately disagree	Generally disagree	Strongly disagree
<input type="checkbox"/>					

Please tick mark your choice in the relevant box.



(4) On an average, how many medical Representatives a doctor sees in a day.

- | | |
|------------------|--------------------------|
| (i) Less than 3 | <input type="checkbox"/> |
| (ii) 3 to 5 | <input type="checkbox"/> |
| (iii) 6 to 8 | <input type="checkbox"/> |
| (iv) More than 8 | <input type="checkbox"/> |

(5) Please read the following statements and tick mark your preference on the scale against each of them.

	Strongly agree	Generally agree	Moderately agree	Moderately disagree	Generally disagree	Strongly disagree
1) MRs are an important source of information which helps a doctor practice better medicine.	<input type="checkbox"/>					
2) If a doctor trusts a MR, he/she is more inclined to prescribe the products of that MR.	<input type="checkbox"/>					
3) A doctor does not necessarily prescribe the products of a MR even if the MR meets the doctor regularly.	<input type="checkbox"/>					
4) Doctors discourage MRs from making frequent visits to their clinics.	<input type="checkbox"/>					
5) A doctor is inclined to prescribe the products of a MR if he/she makes an appeal for sympathy prescription.	<input type="checkbox"/>					
6) I believe that when a doctor accepts gifts/obligations from a MR, he/she is obliged to prescribe his/her products.	<input type="checkbox"/>					
7) A doctor likes to prescribe the products of a MR who possesses adequate product knowledge and communicates effectively.	<input type="checkbox"/>					

	Strongly agree	Generally agree	Moderately agree	Moderately disagree	Generally disagree	Strongly disagree
8) A doctor generally gets influenced by the name of the company a MR represents.	<input type="checkbox"/>					
9) A doctor likes a MR when he/she is honest about sales talk & does not use misleading statements about products.	<input type="checkbox"/>					
10) The doctors do not encourage the MRs to develop relationship with them as it generally leads to pressure for more prescriptions	<input type="checkbox"/>					
11) A doctor likes to talk to a MR who is true to his/her commitment.	<input type="checkbox"/>					
12) A doctor does not appreciate when a MR pressurizes to prescribe his/her products.	<input type="checkbox"/>					
13) When a doctor finds a MR to have pleasing overall personality he/she is more inclined to prescribe his/her products.	<input type="checkbox"/>					
14) A doctor is inclined to be more Sympathetic to a lady Medical Representative.	<input type="checkbox"/>					
15) A doctor does not like a MR who tries to take more of his/her time for product detailing.	<input type="checkbox"/>					
16) A demanding MR generally gets favourable attention and prescription of a doctor.	<input type="checkbox"/>					
17) A doctor believes that MRs are an asset to his/her practice and generally enjoys meeting them.	<input type="checkbox"/>					
18) MRs are always trying to manipulate the doctors to prescribe their products.	<input type="checkbox"/>					
19) A doctor is more inclined to prescribe the products of MR, when he/she finds the MR to possess better educational background.	<input type="checkbox"/>					

(6) Please rank the following factors which motivate the doctors to prescribe a brand, in order of importance, i.e the most important at the top and the least important at the bottom.

- | | | |
|-------|--|--------------------------|
| (i) | Authenticated technical information, | <input type="checkbox"/> |
| (ii) | Recommendation/Approval of friends/teachers. | <input type="checkbox"/> |
| (iii) | Gifts and other help from the companies. | <input type="checkbox"/> |
| (iv) | Sponsoring seminars/CME programmes by the companies. | <input type="checkbox"/> |
| (v) | The corporate image of a company or a brand. | <input type="checkbox"/> |

(7) Please read the following statements and tick mark your preference on the scale against each of them.

	Strongly agree	Generally agree	Moderately agree	Moderately disagree	Generally disagree	Strongly disagree
1) A doctor generally chooses a drug molecule for prescription when he/she is briefed about its authentic technical information.	<input type="checkbox"/>					
2) A doctor decides on a brand of a medicine for prescription which is at the top of his/her mind.	<input type="checkbox"/>					
3) A doctor is inclined to prescribe a product if his/her doctor friends or senior colleagues recommend it.	<input type="checkbox"/>					
4) A doctor is generally price conscious while prescribing medicines to patients.	<input type="checkbox"/>					
5) A doctor does not mind prescribing a costly medicine to a patient if he/she thinks that the patient can afford it.	<input type="checkbox"/>					
6) Active promotion, advertisement and sales pressure compel the doctors to prescribe a product.	<input type="checkbox"/>					
7) A doctor does not prescribe the products of a company if the MR of that company does not meet the doctor regularly.	<input type="checkbox"/>					
8) Without the pharmaceutical industry's support, there would be a lack of funding for important educational programmes for medical doctors.	<input type="checkbox"/>					
9) A doctor is inclined to prescribe more of a product when he/she receives more samples of that product.	<input type="checkbox"/>					
10) A doctor prescribes more of a product when he/she receives a positive feedback about it from the patients.	<input type="checkbox"/>					

Please tick mark your choice in the relevant box.

(8) When a doctor receives the promotional materials

- (i) Goes through immediately.
- (ii) Reads it at convenience
- (iii) Will preserve if for future reference.
- (iv) Will dump it to waste basket.

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

(9) When a doctor suddenly comes to know of lack of efficacy of a drug or its undesirable side effects, he/she would immediately.

- (i) Stop prescribing the drug
- (ii) Stop prescribing the drug forthright and call the MR of the company and ask for clarification
- (iii) Reduce the number of prescriptions of that drug

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

(10) Please read the following statements and tick mark your preference on the scale against each of them.

	Strongly agree	Generally agree	Moderately agree	Moderately disagree	Generally disagree	Strongly disagree
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(i) A doctor would like to get information about prescription medicines from sources other than described above, if they are authentic and save time and energy

<input type="checkbox"/>						
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(ii) A doctor likes to gather information, which is available on the internet, about medicines.

<input type="checkbox"/>						
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(iii) A doctor likes to read on-line journal articles / new product information etc. on the internet.

<input type="checkbox"/>						
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(iv) A doctor would appreciate, if a company sends promotional materials by courier / postal service rather than a MR calling on him/her and consuming time and energy.

<input type="checkbox"/>						
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(v) Direct to consumers (DTC) promotion of prescription drugs, which is recently allowed in USA, can also be useful in our country

<input type="checkbox"/>						
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	Strongly agree	Generally agree	Moderately agree	Moderately disagree	Generally disagree	Strongly disagree
(vi) A doctor does not mind, if the patients discuss about some medicines about which they have got information from journals/ internet etc., and expect the doctors to prescribe to them	<input type="checkbox"/>					
(vii) Doctors believe that internet is a powerful medium for keeping them update in their profession.	<input type="checkbox"/>					
(viii) When the doctors are faced with difficult diseases/ conditions they would prefer to approach interactive sites on internet or consultation with experts who can help them to help their patients	<input type="checkbox"/>					

Thank you for your valued co-operation in responding to this questionnaire.