

Physician Background Interview

1. There are so many new drugs being developed today that it is hard for a physician to keep current. Which one of the methods listed on the front page of this booklet do you find most important to you personally in learning about new drugs?

ADVERTISING IN MEDICAL JOURNALS
COUNTY MEDICAL MEETINGS
DETAIL MEN
DIRECT MAIL FROM DRUG FIRMS

NATIONAL MEDICAL CONVENTIONS
PAPERS OR ARTICLES IN JOURNALS
STAFF MEETINGS AT HOSPITAL
OTHER

2. If you will turn to the second page of that booklet, you will find a list of drugs. Which ones of them have you prescribed?

FURADANTIN ACHROMYCIN PAMINE SERPASIL BUTAZOLIDIN

3. Since they are all fairly new drugs, can you tell me what month you first prescribed them?
4. Where did you happen to get the information about _____ which led you to prescribe it? Anywhere else?
5. As you remember it, which of the five drugs have never been discussed with you by detail men?
6. Which of the six drugs have you ever received as samples?
7. Other than the samples you receive, do you ever dispense drugs yourself instead of writing a druggist's prescription?
8. (IF "YES"): Which, if any, of those five drugs have you dispensed yourself?
9. In writing a prescription, how do you usually designate it -- by trade-name, name of manufacturer, or how?
10. About how many prescriptions did you happen to write in the last 7 days?

Besides the medical profession's efforts, medical manufacturers spend about 160 million dollars every year to inform physicians about new developments. By answering the following questions as accurately as possible, you can help have this money spent in ways that will do physicians the most good.

11. Of the four sources of information from manufacturers, which one do you find most worthwhile for learning about new products -- medical journal advertising, company periodicals, detailing or direct mail?
12. Which do you consider least worthwhile to you personally?

Now I'm going to ask some questions about your reading of medical journals and publications. We realize you have little or no time for reading, and that it is probably interrupted. But even if it is hard for you to do, please try to answer these questions as accurately and as completely as possible, because we are going to project these figures.