

TOPIC LIST FOR INFORMAL INTERVIEW

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| 1. Attitudes toward the company. | 8. Professional impressions |
| 2. Attitudes toward the product. | 1. Papers in journals (Which?) |
| 3. Does he prescribe it? Exclusively or with competitive product. | 2. Medical meetings (Which?) |
| 4. What does he prescribe it for? | 3. Hospital staff meetings (What?) |
| 5. When does he first remember hearing about it? Where? | 4. Other Doctors (Who, when, where, what?) |
| 6. What was the direct occasion for his starting to prescribe it? | 5. His clinic influence |
| 7. What other impressions were made? | 6. The druggist influence |
| 1. Detail men (Who?) | 7. The hospital influence |
| 2. Direct mail (What kind?) | 8. The local medical society |
| 3. Ads in Medical Journal (Which?) | 9. Where did he learn dosage, uses, etc? |
| 4. Sampling | 10. What experiences has he had with the drug? |
| | 11. Does he still use the drug? |
| | 12. Does he expect to continue? What is his present attitude? |

SUMMARY

13. Is there any particular way he prefers to learn about new products? (Why?)

Pharmaceutical Manufacturer Interviews

While the physician interviews were being completed, we developed and sent out a questionnaire to each of the manufacturers who had agreed to cooperate with us on the product study: Ciba, Eaton, Geigy, Lederle, Upjohn. The questions, which covered the manufacturer's marketing program for the drug, follow:

Manufacturer's Questionnaire

The American Medical Association, as a contribution to pharmaceutical marketing, is financing this study of the marketing of five non-competitive ethical drug products. Essentially, it is a study of how physicians learn about new products, and what leads them to start prescribing them.

The information you furnish here will be held in strict confidence. You will have an opportunity to approve or disapprove the publication of any of this information before it will be released.

If we can get complete information on cost figures, it will make the study more worthwhile, both for you people and for the industry. Where the management chooses not to release this information to us, we shall have to use estimates of what the figures are.