

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.

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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!