

APPENDIX 15

QUESTIONNAIRE FOR INDEPTH INTERVIEW OF PRESCRIBERS

20th Dec, 2001.

Dear Doctor,

Sir, you will agree with me that majority of our people can barely afford, the cost of healthcare which is increasing day by day. You will also appreciate that medicines are a major contributing factor to the total healthcare expenditure. Most of us also believe that if the cost of the drugs can be brought down, the cost of healthcare can be brought within the affordable limits.

You are aware that the pharmaceutical industry spends very heavily on product promotion. The medical representatives also take a lot of your time and effort. And I am sure; time is a major constraint in your day-to-day practice.

I know that at times the medical representatives try to make points, which neither interest you nor are important for you. The pharma houses spend huge amounts in compiling and presenting information, which is at times worthless to you.

With the above understanding in mind, I have initiated a study, which may help to find out what you really need to choose a right medicine for the benefit of your patient. I need your cooperation for concluding this study. If you will be kind enough to discuss these issues with the bearer of this note, a useful social purpose will be served. Besides, it may to some extent, relieve you from the burden of screening hoards of unnecessary promotional materials.

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,

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Unstructured Questionnaire.

For In-depth personal interview

(1) Patient-Doctor Interaction factors

Try to find out the responses on the following aspects.

- (I) Patient's demand for prescription.
- (II) Patient's demand for a generic drug against a prescription drug.
- (III) The influence of original prescriber and patient's dependence on the drugs
- (IV) Patient's favourable or unfavourable attitude towards a drug.

(2) Medical Representatives.

Try to assess their responses on the following aspects.

- (I) Whether the MRs are a source of information?
- (II) Does personality, regularity, appeal for sympathy, communication, educational background, favourably affect the prescription behaviour?
- (III) Do gifts and obligations affect prescription behaviour ?
- (IV) Do selling techniques of PSR affect prescription behaviour?

(3) Promotion

Try to evaluate the effect, on prescription behaviour of the doctor, on the following aspects.

- (I) Volume and authority of evidence in favour of a product.
- (II) Peer group pressure.
- (III) Gifts and trinkets
- (IV) Advertisement & publicity
- (V) Hospitality/Sponsorship of CME programmes
- (VI) Advertisement / Promotion on Internet.

(4) Economic factors

Try to measure the effect of the following factors on the prescription behaviour.

- (I) Cost of medicines.
- (II) Affordability of a drug by a patient.

(5) Miscellaneous factors.

Try to find out the effect of the following variables on the prescription behaviour.

- (I) Challenging clinical events, like death, drug interaction etc.
- (II) Reinforcement feed back from patients.
- (III) Computerised product information.
- (IV) Company variables like. Corporate image, Physician samples, product quality, R & D facilities etc.

(6) Alternate methods of promotion.

Try to assess the favourable / unfavourable responses of the following new methods of promotion.

- (I) Internet advertisement, CME programmes, seminars etc.
- (II) Advertisement of prescription drugs.
- (III) Direct to consumer (DTC) advertisement.
- (IV) Communication to interactive cells / study groups / e-mails / dial-ups web sites etc.
- (V) Tele marketing and direct mails.