

APPENDIX 16
SELF- ADMINISTERED QUESTIONNAIRE FOR MRs

20th Dec.2001.

Mr _____,

You will agree with me that although you cater very important services to the healthcare profession, your job is not as recognized as it should have been.

In the first place, you find it difficult to call on the clinicians as they are too busy and, at times, evasive when it comes to granting an interview. Secondly, they hardly give an ear to what you want to bring to their attention. Finally, it is a dark area as to what precisely they expect from you. If correct and bonafide information is available on above aspects, you can be more comfortable in your job and the clinicians will have a welcome attitude towards your calls on them.

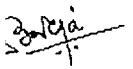
With the above understanding in mind, I have initiated a study, which may throw some light on these issues. I need your co-operation for concluding this study. If you will be kind enough to read the enclosed questionnaire and respond, a useful purpose will be served. Besides it may, to some extent, make your interaction with medical doctors comfortable and enjoyable.

I am presently with warm regards.



R.Shah)

Mr 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.



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

DEMOGRAPHICS OF A MEDICAL REPRESENTATIVE

(To be filled in by the interviewer)

(1) Name. _____
(Surname) (First name) (Last name)

(2) Address: _____ (City) _____ (State)

(3) Qualification _____

(4) Age Group.

a) Below 25 Years

b) Between 25-40 Years c) Between 41-55 Years

d) Over 55 Years

(5) Gender.

(1) Male ☐

(ii) Female

(6) Company Size:

(i) Small Scale

(ii) Medium Scale ☐

(iii) Large Scale ☐

(iv) Multinational ☐

Questionnaire

Please tick mark your choice in the relevant box

☒

(2) Since how many years you have been in this profession?

- (i) For less than 5 years ☐
- (ii) For more than 5 years but less than 15 years ☐
- (iii) For more than 15 years ☐

(3) How many doctors, on average, do you call on everyday?

- (i) 6-8 doctors ☐ (ii) 9-10 doctors ☐ (iii) more than 10 doctors ☐

(4) How do you evaluate your interaction with doctors?

- (i) Not very comfortable ☐
- (ii) Comfortable ☐
- (iii) Enjoyable ☐

(4) 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) Doctors believe that MRs are an important source of information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) I believe that if a doctor trusts me, he/she is more inclined to prescribe my products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) The doctors do not necessarily prescribe my product even if I regularly meet them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) The doctors discourage my frequent visits to their clinic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) I believe that when a doctor accepts gifts/obligation from me, he/she is obliged to prescribe my products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) I believe that the doctors are more likely to prescribe my products, if I possess adequate product knowledge and communicate effectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly Agree	Generally agree	Moderately agree	Moderately disagree	Generally disagree	Strongly disagree
(7) If I make an appeal for sympathy prescription my doctors are inclined to help me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) I do not believe that the doctors get impressed with the image of a company I represent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) A doctor generally likes a MR, if he/she is honest about his/her sales talk & does not use misleading statements about his/her products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Doctors do not encourage me to develop personal relationship with them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(11) I believe that doctors are more inclined to prescribe my products, if I am true to my commitments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12) I believe that doctors do not like me when I pressurize them to prescribe my products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(13) I believe that doctors are favourably impressed by the personality of a MR.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(14) I believe that doctors are more sympathetic to lady MRs. than to male Mrs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(15) I believe that doctors do not like when I try to take more of their time to detail my products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(16) I get more favourable attention and prescription if I make specific demand from the doctors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(17) I believe that doctors consider me as an asset to their practice and enjoy meeting me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(18) I believe that the doctors are more inclined to prescribe the products of a MR, if his/her educational background is better.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rank the following factors which you believe, 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.
- (ii)

Recommendation / Approval of friends /teachers
- (iii)

Gift and other help from companies.
- (iv)

Sponsoring seminars / CME Programmes by companies
- (v)

The corporate image of a company or a brand

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

- (i) I believe that the doctors are generally price conscious when they prescribe medicines to their patients

Strongly Agree

Generally agree

Moderately agree

Moderately disagree

Generally disagree

Strongly disagree
- (ii) I believe that the doctors do not mind prescribing a costly medicine to a patient if they believe that the patient can afford it.
- (iii) Active promotion, advertisement and sales pressure from pharma companies may lead the doctors to prescribe a product
- (iv) I believe that the doctors do not prescribe my products if I do not meet there regularly.
- (v) I believe that the doctors are more likely to prescribe my products if I give them more samples.

Please tick mark your choice in the relevant box.

- (7) When the doctors receive the promotional materials

(i) They go through it immediately

(ii) They read it at their convenience

(iii) They preserve it for future reference

(iv) They dump it

(8) 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 that company and
ask for clarification

(iii) Reduce the number of prescriptions of the drug

Thank you for your valued cooperation in responding to this questionnaire

QUESTIONNAIRE FOR IN-DEPTH INTERVIEW OF MRs

20th Dec.2001

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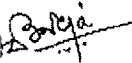
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r. Jayraj Jadeja,
Reader in Marketing Management,
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Unstructured Questionnaire

For In-depth personal interview

Medical Representative factor

ase try to explore the MRs views on the following aspects.

-) MR as a source of information.
-) Doctor's trust in a MR affects prescription behaviour.
-) Regularity of calls.
-) Whether frequent calls help generate more prescriptions.
-) Whether Gifts / Obligation lead to more prescription.
-) Whether adequate product knowledge and effective communication lead to more prescriptions.
-) Whether appeal for sympathy leads to more prescriptions.
-) Whether the corporate image of a pharma company has a positive impact.
-) Whether doctors encourage building up personal relation with MRs.
- 0) Whether Honesty & truth in interpersonal relationship favorably affect prescription behaviour.
- 1) Whether exerting pressure for prescription by MRs leads to enhanced prescription.
- 2) Whether the overall personality of a MR has favourable effect on prescription behaviour.
- 3) Whether the doctors are more sympathetic to lady MRs.
- 4) Whether doctors dislike long detailing stories.
- 5) Whether prescription demand leads to more prescription
- 6) Whether doctors consider MRs. an asset to their practice.
- 7) Whether educational background of a MR has any effect on the prescription behaviour of clinicians.

Economic Factors

- (1) Whether the doctors are generally price conscious.
- (2) Whether the doctors do not mind prescribing a costly drug to a patient, if they believe the patient can afford it.

Promotion Factors

- (1) Whether active promotion, advertisement and pressure from pharma sales people motivate a doctor to prescribe a drug.
- (2) Whether authenticated technical information about a drug is a very important factor in prescription motivation.
- (3) How much impact the peer group pressure has on prescription.
- (4) What impact the sampling pattern has on prescription behaviour.
- (5) What is the approach of the doctors toward the promotional materials they receive?
- (6) What is the behaviour of doctors when they find a drug, which is not effective as claimed or has undesirable side effects?