

APPENDIX 18
QUESTIONNAIRE FOR IN-DEPTH INTERVIEW OF MARKETERS

20th Dec 2001,

To,
_____,
_____,
_____.

Dear _____,

You will agree with me that business is marketing and the focus of pharma marketing is "Prescription" generation.

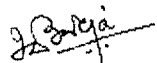
The dilemma of a pharma marketer is how to assign accurate weightage to each of the factors that positively affect the prescription behaviour of clinicians. If the relative weightage of these factors is known, it remains only an exercise in computation to allocate the available resources proportionately to design a cost effective budget. With this understanding in mind, I have initiated a study, which may throw some light on this issue. I need your co-operation for concluding this study. If you will be kind enough to respond to the questions put up by the bearer of this note, a useful purpose will be served. Besides it may, to some extent, make your budget exercise more fruitful.

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.



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DEMOGRAPHICS OF A MARKETER

(To be filled in by the interviewer)

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

2. Address. _____

(City) (State)

3. Designation: _____

4. Age Group:

(i) Below 25 Years. ☐

(ii) Between 25-40 Years ☐

(iii) Between 41-55 Years. ☐

(iii) Over 55 Years. ☐

5. Gender:

i. Male ☐

ii. Female ☐

6. Experience

i. Less than 10 Years ☐

ii. 10-25 Years ☐

iii. More than 25 Years ☐

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, etc. 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 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 prescription behaviour.

- I. Challenging clinical events, like death, drug interaction etc.
- II. Reinforcement feed back from patients.
- III. Computerised product information.
- IV. Company variable 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.