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.

Preshth Bhardwaj
PhD Scholar,
Faculty of Management Studies,
M.S. University, Baroda (Gujarat)
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)

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

(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

(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

(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

(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:

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<thead>
<tr>
<th>Source</th>
<th>Most</th>
<th>Sometimes</th>
<th>Rarely</th>
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<tbody>
<tr>
<td>(a) Medical Magazines</td>
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<td>(b) MR’s brief</td>
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<td>(c) Company promotional ads &amp; materials</td>
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<td>(d) Other Medical practitioners</td>
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<td>(e) Other(s), please specify,</td>
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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!