

# Sample Questions

1. When treating (condition) which product is your choice for first line therapy? (Check only one)

(Condition 1)  (Condition 2)  (Condition 3)  (Condition 4)  (Condition 5)  (Condition 6)

2. In an average week, how many patients do you diagnose with (condition)?

None  1 - 10  11 - 20  21 - 30  More than 30

3. What are the most important product attributes you consider when prescribing (product category)? (Check only one)

(Attribute 1)  (Attribute 2)  (Attribute 3)  (Attribute 4)  (Attribute 5)  (Attribute 6)

4. When selecting (therapy type) for your patients, how do you rank the following product features in order of importance?

1 (Therapy 1)            3 (Therapy 3)            5 (Therapy 5)

2 (Therapy 2)            4 (Therapy 4)            6 (Therapy 6)

5. What percentage of your drug prescriptions are based on restrictions from third party payers?\*

None  1 - 10%  11 - 20%  21 - 30%  More than 30%

6. What is the most important attribute of (Product Name)? (Check only one)

(Attribute 1)  (Attribute 2)  (Attribute 3)  (Attribute 4)  (Attribute 5)  (Attribute 6)

7. For which of the following indications would you prescribe (Product Name)? (Check all that apply)

(Indication 1)  (Indication 2)  (Indication 3)  (Indication 4)  (Indication 5)  (Indication 6)

8. Which one of the following products do you most frequently prescribe? (Check only one)

(Product 1)  (Product 2)  (Product 3)  (Product 4)  (Product 5)  (Product 6)

9. In your opinion, who is the leader in (Product Category/Service)? (Check only one)

(Product 1)  (Product 2)  (Product 3)  (Product 4)  (Product 5)  (Product 6)

10. How many times (Week/Month) do you prescribe (Product)?\*

1 - 5  6 - 10  9 - 15  16 - 20  More than 20

11. Please check the reason you most often recommend (Product Name)? (Check one)

(Reason 1)  (Reason 2)  (Reason 3)  (Reason 4)  (Reason 5)  (Reason 6)

12. Please rate (Product Name) on the following attributes.

(Use a scale of 1 to 5, where 1 = Poor and 5 = Excellent)

Poor Excellent

1      2      3      4      5

1      2      3      4      5