

Influence of Pharmaceutical Company Engagement Activities on the Decision to Prescribe: A Pilot Survey of UK Rare Disease Medicine Prescribers

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Supplementary table 1: survey sent to participants

Please select the number indicating which indicates the impact the following activities have had on your prescribing of the following products																						
0= No impact at all on your prescribing of the products and 10= the most important factor in influencing whether you prescribe the two products																						
please insert an 'X' in the box corresponding number that best describes the impact of the each of the activities for both products																						
I am Physician/Nurse/Pharmacist																						
[Name]																						
[Contact email address to co-ordinate payment]																						
	Volibris (ambrisentan)										Flolan (epoprostenol)											
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
Industry Driven Factors																						
Promotional																						
Promotional meetings: face to face																						
Promotional meetings: online																						
Promotional meetings: where you are paid to present																						
Calls from Sales representatives																						
Presentations from Sales representatives																						
Congresses: sponsorship for you to attend																						
Congresses: Industry Symposia																						
Congresses: promotional stand																						
Non-promotional																						
1:1 visits from Industry Physician																						
Meetings where Industry Physician presents data																						
Advisory Boards																						
Scientific Meetings																						
Preceptorships																						
Supporting Investigator Initiated studies in your centre																						
Supporting your meetings with educational grants																						
	Volibris (ambrisentan)										Flolan (epoprostenol)											
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
Non-Industry driven factors																						
Recommendations from colleagues																						
NSC Guidelines																						
Medical literature and published studies																						

The project will form the basis of a thesis which will be submitted to the University of Leicester Business School entitled ' Effectiveness of personal selling in promotion: promotional versus non-promotional personal selling in pharmaceuticals.'

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