

## Focus Groups to Investigate Specific Terminology in Direct-to-Consumer (DTC) Prescription Drug Advertising: Natural and Targeted

### Respondent Screener

#### Recruiting Goals

- 12 consumer groups to take place in three cities including Washington, DC split evenly between high education (some college or more) and low education (high school or less) groups.
- 6 healthcare professional groups to take place in three cities including Washington, DC.
- Initial goal is to conduct in-person focus groups (phone groups will be considered pending incentive issues).
- Consumer groups will have mix of gender, age (25+), and race.
- Healthcare Professional groups will be limited to general practitioners, nurse practitioners, and physician assistants.

#### Script for Consumer Groups

Hello Mr./Ms. \_\_\_\_\_, my name is \_\_\_\_\_ and I'm calling about a market research study in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and feelings about advertising. Could I ask you a few questions?

#### Screening Questions

1. Before I start, are you at least 25 years old?

- Yes  
 No     **Ask to speak with someone age 25 or older. If not available, arrange a time to call back**

2. Do you, anyone from your immediate family, or anyone in your household work for a market research firm?

- Yes     **Thank & Terminate**  
 No     **Continue**

3. Have you participated in a focus group within the past 3 months?

- Yes     **Thank & Terminate**  
 No     **Continue**

4. Do you work in the health care field? (for example, doctor's office, hospital, dentist's office or pharmacy?)

- \_\_\_\_\_ Yes                      **Ask Q4a**  
\_\_\_\_\_ No                        **Continue**

Q4a. What is your current position/occupation?

- \_\_\_\_\_ Physician                      **Go to physician screener**  
\_\_\_\_\_ Physician's Assistant                      **Go to physician screener**  
\_\_\_\_\_ Nurse Practitioner                      **Go to physician screener**  
\_\_\_\_\_ Other                              **Thank & Terminate**

5. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school  
 High school graduate—high school diploma or the equivalent (for example: GED)  
 Some college but no degree  
 Associate degree in college  
 Bachelor's degree (for example: BA, AB, BS)  
 Advanced or post-graduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

*If high school or less recruit to lower education focus groups*  
*If some college or above recruit to higher education focus groups*

### **Invitation**

We would like to invite you to participate in a research group discussion about advertising with about 10 other participants. The discussion will last approximately two hours and will be audio-taped and observed by staff from the US Department of Health and Human Services. Your participation and everything you say during the discussion will remain confidential. You will receive a payment of \$\_\_\_\_\_ to thank you for your time and opinions.

Are you interested in participating in this focus group?

- \_\_\_\_\_ Yes  
\_\_\_\_\_ No                              **Thank & Terminate**

I'm glad that you will be able to join us! The group will take place on (Day), (Date), at [time] at [site location]. Will you be available to participate at this time?

Yes  
 No

**Thank & Terminate**

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Date of focus group: \_\_\_\_\_ Time: \_\_\_\_\_

We are only inviting a small number of people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group.

### **Script for Healthcare Professional Groups**

Hello Dr/Mr/Ms. \_\_\_\_\_, my name is \_\_\_\_\_ and I'm calling you on behalf of the US Department of Health and Human Services, or DHHS. DHHS is looking to conduct some research focus groups with healthcare professionals in your area to explore the impact of direct to consumer advertising on primary care practices. The sessions would be conducted on the evenings of [day/date] in the [market chosen] area. The session would take approximately 2 hours of your time, you would be served a light meal, and your parking will be provided. If we were able to get you scheduled you would be paid \$\_\_\_\_\_ for your time. Would now be a good time to ask you some quick qualifying questions to see if we may schedule you?

**Record gender**                       Male                       Female

**(Attempt to recruit a mix)**

1. Which of the following describes your occupation?

Physician Assistant  
 Nurse Practitioner  
 Physician (MD or OD)  
 Other

**Thank and terminate**

**(Record and recruit mix)**

2. What is the name of your practice?

\_\_\_\_\_

Ask if not evident by the practice name: What type of practice is this?

\_\_\_\_\_

- Do not recruit more than one healthcare provider from the same office/practice into the project.
- Recruit only primary care physicians, nurse practitioners, and physician assistants from primary care practices which include adult general practice, family practice, and internal medicine.
- Terminate specialized care practices such as cardiology, allergy, nephrology

3. How long have you been in practice?

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Under 3 years | Thank and terminate |
| <input type="checkbox"/> 3 – 10 years  |                     |
| <input type="checkbox"/> 10 - 20 years |                     |
| <input type="checkbox"/> Over 20 years |                     |

4. How many prescriptions do you write per week?

\_\_\_\_\_

- Continue if  $\geq 50$ .
- Terminate if  $< 50$ .

5. Do you, anyone from your immediate family or anyone in your household; currently or in the past work for any of the following:

- |   |                     |
|---|---------------------|
| <input type="checkbox"/> Market Research Firm | Thank and terminate |
| <input type="checkbox"/> None of the above    | Continue            |

6. When, if ever, was the last time you participated in a focus group?

- |                                |                               |
|--------------------------------|-------------------------------|
| _____                          | Terminate if within 3 months. |
| <input type="checkbox"/> Never | Continue                      |

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Services. Your participation and everything you say during the discussion will remain confidential. You will receive an honorarium of \$\_\_\_\_\_ to thank you for your time and opinions.

Are you interested in participating in this focus group, and will you agree to the audiorecording of the session?

\_\_\_\_\_ Yes  
\_\_\_\_\_ No

**Thank and terminate**

I'm glad that you will be able to join us! The group will take place on (Day), (Date), at [time] at [site location]. Will you be available to participate at this time?

\_\_\_\_\_ Yes  
\_\_\_\_\_ No

**Thank and terminate**

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_

After hours phone: \_\_\_\_\_

Email: \_\_\_\_\_ or fax: \_\_\_\_\_

Date of focus group: \_\_\_\_\_ Time: \_\_\_\_\_

We are only inviting a small number of people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group.