

# **Phase 2 High Blood Pressure FDA Online Study Survey Instrument**

## **SCREENING / INTRODUCTION**

Thank you for agreeing to participate in this study today. Make sure you are comfortable and can read the screen from where you sit. The survey will include some audio, so please make sure the sound is on and the speaker volume is turned up.

This study will take about 25 minutes to complete. We ask you to please complete the study in one sitting (without taking any breaks) in order to avoid distractions.

First, we will ask you a few health-related questions. Next, we will let you explore a Web site about a new medicine. Finally, we will ask you some questions about the medicine.

### **S1. [Illness Diagnosis #1]**

Have you ever been diagnosed by a health professional with any of the following conditions? (Check all that apply)

- Arthritis
- Sleep Apnea
- High Blood Pressure → [Continue]
- Crohn's Disease
- Diabetes
- None of the above

### **S2. [Illness Diagnosis #2]**

Do you still have high blood pressure?

- Do you still have high blood pressure?
- Yes → [Skip to Web site instructions]
- No → [Continue to S3]

### **S3. [Illness Diagnosis #3]**

Have you taken any medication for high blood pressure in the past 12 months?

- Yes → [Continue]
- No → [Terminate]

#### S4. [Test Video Capabilities]

During the study, you may be asked to watch a video. To make sure you have the right software, please watch the test video below and answer the following question.

[EMBEDDED VIDEO]

Which word appeared in the video?

- Green → [Continue]
- Blue → [Terminate]
- Red → [Terminate]
- Yellow → [Terminate]
- I could not see the video → [Terminate]

#### WEB SITE INSTRUCTIONS

On the next screen, you will see a Web site for a new product. The Web site will open in a new window. Please view the site carefully and be sure to:

- Turn up your speakers
- Watch any videos
- Click any links to other pages or Web sites
- Carefully read the information on the homepage

Once you finish, please click *Next* to continue with the study.

Please make sure you have the speakers on your computer turned up so you can hear any audio.

**[DIRECT PARTICIPANTS TO APPROPRIATE WEB SITE]**

#### SURVEY INSTRUCTIONS

Please answer the following questions based on the Web site you visited.

##### Q1. [Web Site Viewing]

Were you able to view and explore the Web site for PLISTAZ?

- Yes
- No → [Terminate]

##### Q2. [Drug Knowledge (indication, illness)]

What condition does PLISTAZ treat?

High Blood Pressure  
High Cholesterol  
Anemia (Low Red Blood Cells)  
Congestive Heart Failure

**Q3. [Risk Info Exposure]**

PLISTAZ.com had information about PLISTAZ's benefits and risks. How much of the risk information did you read?

- All of it (100%)
- Most of it (50-99%)
- Some of it (1-49%)
- None of it (0%)

**Q4. [Benefit Recall]**

What are the benefits of PLISTAZ?

(open ended)

**[DISPLAY Q5 AND Q6 ON SAME SCREEN]**

When considering a new medicine, most people ask two questions:

- (1) Will this medicine work?
- (2) If it does work, will it help a little or help a lot?

The questions below ask about these two ideas.

**Q5. [Perceived Efficacy - Likelihood of Benefit]**

In your opinion...If 100 people take PLISTAZ, for how many will the drug work? Please enter a number in the box below.

\_\_\_ people

**Q6. [Perceived Efficacy - Magnitude of Benefit]**

In your opinion...If PLISTAZ did help a person's blood pressure, how effective would PLISTAZ be?

1                      2                      3                      4                      5                      6

Would help blood pressure very little

Would help blood pressure a lot

**Q7. [Benefit Recall - Closed] [Benefit Knowledge]**

Please check which of the following were mentioned on the Web site as benefits of taking PLISTAZ. Even if you think a statement is true, please select it only if it was mentioned on the site.

<b>[RANDOMIZE ORDER]</b>	<b>Mentioned on Web Site</b>	<b>Not Mentioned on Web Site</b>
a. PLISTAZ is an anti-hypertensive medication.	x	
b. PLISTAZ lowers blood pressure by reducing the amount of renin in the body.	x	
c. PLISTAZ is taken only once a week.	x	
d. PLISTAZ helps the body to circulate blood more efficiently.		x
e. PLISTAZ must be used with other blood pressure medications to work correctly.		x
f. PLISTAZ contains an enzyme that helps people lose weight.		x
g. By lowering blood pressure, PLISTAZ can lower the risk of having a stroke or heart attack.	x	
h. PLISTAZ has been shown to lower blood pressure in as little as two weeks.		x

**Q8. [Risk Recall]**

**What are the side effects and negative outcomes of PLISTAZ?**

(open ended)



**Q-VT1. [Awareness of Special Feature]**

**Which of the following features appeared on the PLISTAZ Web site?**

- Video showing how PLISTAZ works
- Video of a patient who has used PLISTAZ
- Video of a doctor who recommends PLISTAZ
- None of the above

**\*\*\*\*\*V2 TO V5 FOR ANIMATION ONLY\*\*\*\*\***

**Q-V2. [Exposure to Special Feature - Interactive Visual]**

**[IF 'Video showing how PLISTAZ works' TO Q-VT1] Did you watch this video about PLISTAZ?**

- Yes
- No

**Q-V3. [Perceived Visual Accuracy]**

**[IF 'Video showing how PLISTAZ works' TO Q-VT1] How likely or unlikely is it that this video accurately shows how PLISTAZ works in real people?**

- |                       |   |   |   |   |   |                     |
|-----------------------|---|---|---|---|---|---------------------|
| 1                     | 2 | 3 | 4 | 5 | 6 | 7                   |
| Extremely<br>Unlikely |   |   |   |   |   | Extremely<br>Likely |

**Q-V4-A. [Visual Effect on Drug Benefit Perceptions]**

**[IF YES TO Q-V2] After watching the video, were you more confident or less confident that PLISTAZ will be effective?**

- |                |   |           |   |                |
|----------------|---|-----------|---|----------------|
| 1              | 2 | 3         | 4 | 5              |
| Less confident |   | No change |   | More confident |

**Q-V4-B. [Visual Effect on Drug Risk Perceptions]**

**[IF YES TO Q-V2] After watching the video, were you more concerned or less concerned about PLISTAZ's side effects and negative outcomes?**

- |                |   |           |   |                |
|----------------|---|-----------|---|----------------|
| 1              | 2 | 3         | 4 | 5              |
| Less concerned |   | No change |   | More concerned |

**Q-V5. [Reason for Not Watching Visual]**







**Q14. [Behavioral Intentions (seek drug info, talk to doc, etc.)]**

Based on what you learned, please rate how likely or unlikely you are to do each of the following behaviors.

[RANDOMIZE ORDER]	Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely
a. Talk to your doctor about PLISTAZ					
b. Ask your doctor about getting a sample of PLISTAZ					
c. Ask your doctor to prescribe PLISTAZ					
e. Join an online community or support group <i>for people with high blood pressure</i>					
f. Join an online community or support group <i>sponsored by PLISTAZ</i>					

**Q15. [Behavioral Intentions (seek drug info, talk to doc, etc.)]**

Based on what you learned, please rate how likely or unlikely you are to do each of the following behaviors.

[RANDOMIZE ORDER]	Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely
a. Look for information online about other people's experience with PLISTAZ					
b. Look for information <i>about PLISTAZ</i> on medical Web sites					



**In the past 12 months, how often did you use the Internet to look for health or medical information about high blood pressure or treatments for high blood pressure?**

- Once a week
- Once a month
- Every few months
- Less often
- Never

**Q24. [Web Navigation Skills]**

**We would like to know more about your Internet skills. For each statement below, please tell us to what extent you agree or disagree with the statement.**

[Q24A.] I am extremely skilled at using the Web.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

[Q24B.] I consider myself knowledgeable about good search techniques on the Web.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

[Q24C.] I know less about using the Web than most users.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

[Q24D.] I know how to find what I am looking for on the Web.

1	2	3	4	5	6	7
Strongly Disagree						Strongly Agree

**Q25. [Trust in Online Information (HMTS)]**

In general, how much do you or would you trust information about prescription drugs from each of the following sources?

<b>[RANDOMIZE ORDER]</b>	<b>Not at all</b>	<b>A little</b>	<b>Some</b>	<b>A lot</b>
Drug Web sites (example: PLISTAZ.com)				
Medical Web sites (example: WebMD.com)				
Family and friends				
Doctors, nurses, and healthcare providers				
Food and Drug Administration (FDA)				
Pharmaceutical companies				

**Q34. [Illness Knowledge - Subjective]**

In general, how much do you know about high blood pressure? Would you say you know:

- Nothing at all
- Only a slight amount
- Some
- A good bit
- A lot

**Q26. [Current Prescription Drug Use]**

**Are you currently taking, or have you ever taken, any prescription drugs for high blood pressure?**

- Currently taking
- Have taken in the past but not currently taking
- Have never taken

**Q27. [History of Side Effects]**

**Have you ever had a SERIOUS side effect from a prescription drug?**

- Yes
- No
- Don't Know

**Q28. [Time Since Diagnosis]**

**When did a healthcare professional first tell you that you had high blood pressure?**

- Six months ago or less
- More than six months ago but less than a year ago
- A year ago or more but less than 5 years
- Five years ago or longer

**Q29. [Severity of Illness - Subjective]**

**In general, how severe is your high blood pressure? Would you describe it as:**

- Very mild
- Mild
- Moderate
- Serious
- Severe

**Q31. [Health Literacy - Assistance (Leaflet Study)]**

**How often do you have someone (like a family member or friend) help you read instructions, pamphlets, or other written material from your doctor or pharmacy?**

- Never
- Occasionally
- Sometimes
- Often
- Always

**Q32. [Health Literacy - Self Efficacy (Leaflet Study)]**

**How confident are you filling out medical forms by yourself?**

- Not at all
- A little bit

- Somewhat
- Quite a bit
- Extremely

**Q33. [Survey Device]**

**What did you use to complete today's survey?**

- Laptop computer / Netbook computer
- Desktop computer
- Handheld phone (iPhone, Blackberry, Droid)
- Handheld device other than a phone (iPod Touch, Palm Pilot, iPad)
- Other: \_\_\_\_\_

**CLOSING**

The purpose of this study is to learn about how individuals use information from medical Web sites. In order to get a real-life reaction, we used a pretend product in this study.

PLISTAZ is not a real product and is not available for sale. Please see your healthcare provider for questions about high blood pressure.

You have been very helpful. Thank you very much for your participation!