

[PROGRAMMER: Informed consent to be recorded first.]  
[PROGRAMMER: Randomly assign participants to study conditions.]

**SCRIPT:**

Thank you for agreeing to participate in this study today.

Make sure you are comfortable and can read the screen from where you sit. This study is about advertisements (ads) that appear in magazines and newspapers. You will view three ads and then will be asked to answer the questions that follow. Your answers are private, and no one will ever connect your name with your answers. Your input is extremely valuable.

The study will take about 30 minutes to complete. We ask you to complete the study in one sitting (without taking any breaks) to avoid distractions.

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**[ILLNESS DIAGNOSIS]**

S1. Have you ever been diagnosed by a physician or other qualified medical professional with any of the following conditions? Select all that apply.

- Asthma
- Cancer
- Depression
- Diabetes [Respondent needs to check Diabetes to Continue]
- Heart attack
- None of the above

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**SCRIPT:**

On the next screen, you will see some ads for new and existing products. Even though they are on a computer screen, please read the ads as if they were in a magazine.

Imagine that the ads are for products in which you might be interested.

Please pay close attention to the ads because we will ask you questions about them afterward.

[PROGRAMMER: Display ad correspondent to the participant's experimental condition. Record duration of time spent watching ad and also time spent on each screen answering questions. Time spent on instruction screens will be used as baseline reading speed measure. Participants are allowed to page back and forth between the display page and the brief summary, but once they move beyond the final screen, do not allow participants to look back at the ad.]

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**[AD VIEWING ABILITY CHECK]**

**We would now like to ask you some questions specifically about the prescription drug ad that you saw.**

P1. Were you able to view the prescription drug ad?

- Yes      **[Continue]**
- No        **[Terminate; Link to screening responses and keep data, though]**

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**[MAIN MESSAGE RECALL & BRAND RECOGNITION]**

Q1. What was the main message of the prescription drug ad you saw?

[OPEN-ENDED RESPONSE]

Q2. Which of the following drugs did you see advertised?

**[PROGRAMMER: Randomize response options. Allow respondents to check more than one box]**

- Veridan
- Lyrica
- Cymbalta
- Carmitet
- None of the above

**[PRODUCTION QUALITY]**

Q3. Which of the following best describes the production quality of the ad?

- High quality (similar to ads for national products such as AT&T)
- Moderate quality (similar to local ads for small businesses)
- Low quality (as if an amateur produced it)





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**[PRICE COMPARISON CLAIM AND DISCLOSURE RECOGNITION]**

**SCRIPT: This question asks about information that may or may not have been in the prescription drug ad.**

Q6. Which of the following statements, if any, were in the prescription drug ad you saw? Check all that apply.

[PROGRAMMER: RANDOMIZE ORDER]

- If you take Lyrica, switching to Veridan could save you up to \$560.00 a year.
  - If you take Lyrica, switching to Veridan could cause you to spend \$210.00 more a year.
  - Veridan is an FDA-approved prescription medicine used to treat diabetic peripheral neuropathy.
  - Only Veridan is designed to treat two of the most common types of nerve pain, diabetic nerve pain and pain after shingles.
  - Taken once a day, it works by interfering with chemical processes in the brain that cause sufferers to feel pain, providing significant relief.
  - The price savings presented may not reflect the actual savings by consumers or third-party payers. The products in this price comparison may or may not be equally effective or safe
  - Veridan is the first and only pain reliever that is FDA-approved to treat some forms of pain caused by general inflammation.
  - None of the above.
-

[PROGRAMMER: On a new screen please include the following message:]

**SCRIPT: For the following questions, we are interested in your initial impression and honest opinions. There are no right or wrong answers.**

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[PERCEIVED EFFICACY – Likelihood and magnitude]

**SCRIPT: Please answer the following questions based on the impression that you got from the prescription drug ad.**

*Please do not use your personal experience when answering.*

Q7. How likely is it that taking **Veridan** provides significant relief from diabetic nerve pain?

1	2	3	4	5	6
Not at all likely					Very likely

Q8. **Veridan** will help relieve most people’s diabetic nerve pain.

1	2	3	4	5	6
Strongly disagree					Strongly agree

Q9. How much relief does **Veridan** give people from their diabetic nerve pain?

1	2	3	4	5	6
Very little relief					Complete relief

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**SCRIPT: We are interested in your perceptions of other prescription medications that treat diabetic nerve pain, such as **Lyrica**.**

**Do your best to answer each question, even if you have never taken Lyrica.**

Q10. How likely is it that taking **Lyrica** provides significant relief from diabetic nerve pain?

1	2	3	4	5	6
Not at all likely					Very likely

Q11. **Lyrica** will help relieve most people’s diabetic nerve pain.

1	2	3	4	5	6
Strongly disagree					Strongly agree

Q12. How much relief does **Lyrica** give people from their diabetic nerve pain?

1	2	3	4	5	6
Very little relief					Complete relief

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**[PERCEIVED COMPARATIVE EFFICACY]**

**SCRIPT:** Please answer the following questions based on the impression that you got from the prescription drug ad.

*Please do not use your personal experience when answering.*

Q13. Compared to Lyrica, is **Veridan** better or worse at relieving diabetic nerve pain?

1	2	3	4	5	6	7
Veridan is much worse			They are the same			Veridan is much better

Q14. Compared to Lyrica, how much relief does **Veridan** give people from their diabetic nerve pain?

1	2	3	4	5	6	7
Veridan gives much <u>less</u> relief			They are the same			Veridan gives much <u>more</u> relief

Q15. Compared to Lyrica, how many people get relief from diabetic nerve pain by taking **Veridan**?

1	2	3	4	5	6	7
Far fewer people get relief with Veridan			They are the same			Many more people get relief with Veridan

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**[PERCEIVED RISK – Likelihood and magnitude]**

**SCRIPT:** Please answer the following questions based on the impression that you got from the prescription drug ad.

*Please do not use your personal experience when answering.*

Q16. How likely is it that people taking **Veridan** will have **minor** side effects?

1	2	3	4	5	6
Not at all likely					Very likely

Q17. How likely is it that people taking **Veridan** will have **serious** side effects?

1	2	3	4	5	6
Not at all likely					Very likely

Q18. People taking **Veridan** will have at least one side effect.

1	2	3	4	5	6
Strongly disagree					Strongly agree

Q19. Overall, **Veridan's** side effects are:

1	2	3	4	5	6
Not at all serious					Very serious

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**SCRIPT:** Please answer the following questions based on the impression that you got from the prescription drug ad.

*Please do not use your personal experience when answering.*

Q20. How likely is it that people taking **Lyricea** will have **minor** side effects?

1	2	3	4	5	6
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Not at all  
likely

Very likely

Q21. How likely is it that people taking **Lyrica** will have **serious** side effects?

1

2

3

4

5

6

Not at all  
likely

Very likely

Q22. People taking **Lyrica** will have at least one side effect.

1

2

3

4

5

6

Strongly  
disagree

Strongly  
agree

Q23. Overall, **Lyrica's** side effects are:

1

2

3

4

5

6

Not at all  
serious

Very serious

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**[PERCEIVED COMPARATIVE RISK]**

**SCRIPT:** Please answer the following questions based on the impression that you got from the prescription drug ad.

*Please do not use your personal experience when answering.*

Q24. Compared to Lyrica, how risky or safe is **Veridan**?

1

2

3

4

5

6

7

Veridan is  
much safer

They are  
the same

Veridan is  
much riskier

Q25. Compared to Lyrica, what is your impression about **Veridan's** side effects?

1	2	3	4	5	6	7
Veridan's side effects are much <u>less</u> serious			They are the same			Veridan's side effects are much <u>more</u> serious

Q26. Compared to Lyrica, is it more or less common that people taking **Veridan** will have **minor** side effects?

1	2	3	4	5	6	7
Minor side effects are much <u>less</u> common with Veridan			They are the same			Minor side effects are much <u>more</u> common with Veridan

Q27. Compared to Lyrica, is it more or less common that people taking **Veridan** will have **serious** side effects?

1	2	3	4	5	6	7
Serious side effects are much <u>less</u> common with Veridan			They are the same			Serious side effects are much <u>more</u> common with Veridan

Q28. The ad implied **Veridan** and Lyrica are interchangeable.

1	2	3	4	5	6
Strongly disagree					Strongly agree

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**[BENEFIT AND RISK RECOGNITION]**  
**[PROGRAMMER: Randomize Q29 and Q30]**

Q29. Based on the prescription drug ad, please indicate whether each of the following was mentioned as a benefit of taking **Veridan**. Even if you think a statement is true, please select "Yes" only if it was mentioned in the ad.

[PROGRAMMER: RANDOMIZE ORDER]	Yes, claim is in the ad	No, claim is not in the ad
a. relieves diabetic nerve pain		
b. only needs to be taken once a day		
c. relieves problems with urination		
d. reduces indigestion, nausea, or vomiting		
e. works better than Lyrica		

Q30. Based on the prescription drug ad, please indicate whether each of the following was mentioned as a side effect or risk of taking **Veridan**. Even if you think a statement is true, please select “Yes” only if it was mentioned in the ad.

[PROGRAMMER: RANDOMIZE ORDER]	Yes, claim is in the ad	No, claim is <u>not</u> in the ad
a. blurred vision		
b. headache		
c. insomnia		
d. diarrhea		
e. skin sores		
f. dry mouth		
g. thoughts of suicide		
h. difficulty breathing		
i. paralysis		
j. hallucinations		

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**[INTENTION FOR DRUG USE AND INFORMATION SEEKING]**

**SCRIPT: For the following questions, we are interested in your initial impression and honest opinions. There are no right or wrong answers.**

Q31. Based on the prescription drug ad, please rate how likely or unlikely you are to do each of the following behaviors.

	<b>Not at all likely</b> 1	2	3	4	5	<b>Very likely</b> 6
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How accurate do you believe that statement is?

1	2	3	4	5	6
Not at all accurate					Very accurate

**[IMPORTANCE OF PRICE COMPARISON DISCLOSURE CLAIM]**

Q35. How important would the following statement be if you were deciding whether **Veridan** is a good option for you?

“The price savings presented may not reflect the actual savings by consumers or third-party payers. The products in this price comparison may or may not be equally effective or safe.”

1	2	3	4	5	6
Not at all important					Very important

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**[PRICE DISCLOSURE COMPREHENSION]**

***SCRIPT: Please answer the following questions to the best of your ability.***

Q36. Imagine you wanted to explain to a friend what the statement displayed below means. Please explain the statement in your own words.

“The price savings presented may not reflect the actual savings by consumers or third-party payers. The products in this price comparison may or may not be equally effective or safe.”

[OPEN-ENDED RESPONSE]

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**[SUBJECTIVE HEALTH LITERACY]**

***SCRIPT: Next, we’d like to ask you a few questions about yourself.***

Q37. 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?

1	2	3	4	5
Never	Rarely	Sometimes	Often	Always

Q38. How confident are you filling out medical forms by yourself?

1	2	3	4	5
Not at all Confident	A little bit	Somewhat	Quite a bit	Very confident

**[PERCEIVED MEDICAL CONDITION KNOWLEDGE]**

*SCRIPT: Next, we'd like to ask you a few questions about yourself.*

Q39. In general, how much do you feel you know about diabetes? Would you say you know:

1	2	3	4	5	6
Nothing					A lot

Q40. How familiar are you with prescription drugs that treat diabetes?

1	2	3	4	5	6
Very unfamiliar					Very familiar

**[PRICE-QUALITY PERCEPTION]**

Q41. Please indicate your level of agreement with the following statements. Please note that these questions refer to *any product* and not just prescription drugs.

	1 Strongly disagree	2	3	4	5	6 Strongly agree
a. Generally speaking, the higher the price of a product, the higher the quality.						
b. The old saying "you get what you pay for" is generally true.						
c. The price of the product is a good indicator of its quality.						
d. You always have to pay a bit more for the best.						

**[VALUE CONSCIOUSNESS]**

Q42. Please indicate your level of agreement with the following statements. Please note that these questions refer to *any product* and not just prescription drugs.

	<b>1 Strongly disagree</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6 Strongly agree</b>
a. I generally shop around for lower prices on products, but they still must meet quality requirements before I buy them.						
b. When shopping, I compare the prices of different brands to be sure I get the best value for the money.						

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**[COST CONCERNS]**

Q43. Did you do any of the following in the past year to help ease the costs of prescription medication? *Check all that apply.*

- Skipped doses
- Cut pills in half
- Stopped taking the medication
- Switched to a generic
- Tried to get financial assistance
- Delayed filling a prescription
- Asked your doctor for a lower-priced medication
- Bought prescription drugs from another country
- Used alternative therapies
- Shared medication with friends or family
- None of the above **[PROGRAMMER: If this is checked, do not allow other boxes to be checked off as well]**

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**[CURRENT PRESCRIPTION STATUS]**

Q44. Are you currently taking, or have you ever taken, any prescription drug(s) for diabetes?

- Currently taking
- Have taken in the past but not currently taking

- Have never taken

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Q45. In what year were you diagnosed with diabetes?

\_\_\_\_\_ (enter a number)

Q46. Have you ever been diagnosed with diabetic neuropathy?

- Yes  
 No  
 Don't know

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**[APPRAISAL OF DIABETES]**

Q47. How upsetting is having diabetes for you?

- Not at all  
 Slightly upsetting  
 Moderately upsetting  
 Very upsetting  
 Extremely upsetting

Q48. How much control over your diabetes do you have?

- None at all  
 Slight amount  
 Moderate amount  
 Large amount  
 Total amount

Q49. How much uncertainty do you currently experience in your life as a result of being diabetic?

- None at all  
 Slight amount  
 Moderate amount  
 Large amount  
 Extremely large amount

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**[OBJECTIVE NUMERACY]**

Q50. Please answer the following questions to the best of your ability.

a. Imagine that you flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?	Enter a number between 0 and 1,000 ____ [PROGRAMMER: Allow only numbers or symbols]
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<p>b. In the BIG BUCKS LOTTERY, the chance of winning a \$10 prize is 1%. What is your best guess about how many people would win a \$10 prize if 1,000 people each buy a single ticket to the BIG BUCKS LOTTERY?</p>	<p>Enter a number between 0 and 1,000        _____ [PROGRAMMER: Allow only numbers or symbols]</p>
<p>c. In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What <u>percent</u> of tickets to ACME PUBLISHING SWEEPSTAKES will win a car?</p>	<p>_____ % [PROGRAMMER: Allow only numbers or symbols]</p>

**[HEALTH INSURANCE]**

Q51. Are you now covered by any form of health insurance or health plan? This includes any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid.

- Yes
- No [Skip to Q53]
- Don't know

Q52. Does your current insurance plan help pay for prescription drugs?

- Yes
- No
- Don't know

***SCRIPT: Finally, we would like to ask you a few questions about yourself for statistical purposes. This section will help us determine how representative the participants are who complete this questionnaire.***

**[AGE]**

Q53. Please tell us your age. \_\_\_\_\_ years old.

**[ETHNICITY]**

Q54. Are you Hispanic or Latino?

- Yes

- No

**[RACE]**

Q55. What is your race? You may select one or more races.

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White
- Refuse to answer

**[GENDER]**

Q56. What is your gender?

- Male
- Female

**[HOUSEHOLD INCOME]**

Q57. Of these income groups, which category best represents your total combined family income during 2013?

- Less than \$20,000
- \$20,000–\$39,999
- \$40,000–\$59,999
- \$60,000–\$79,999
- \$80,000–\$99,999
- \$100,000 or more

**[LEVEL OF EDUCATIONAL ATTAINMENT]**

Q58. What is the highest level of school you have completed or the highest degree you have received? (Please select one.)

- 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)

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**[PRIOR EXPOSURE TO LYRICA AD]**

Q59. Have you ever seen any advertising for **Lyrice** before today?

- Yes
- No
- Unsure

Q60. Have you ever taken **Lyrica**?

- Yes
- No
- Unsure

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**[DEBRIEFING]**

***SCRIPT:* You have been very helpful. Thank you very much for taking part in this survey!**

**The purpose of this research is to learn about how people feel about information provided in direct-to-consumer prescription drug ads and to learn how people use this information to understand how well prescription drugs work. Veridan is a fictitious drug and is not a product currently for sale. Please see your healthcare professional for questions about your health and your medical conditions. We used Lyrica in this study as an example comparison only. Use of the brand name does not imply endorsement of the product by FDA.**