# Survey Design

Individual participants will be randomized to one of four blocks. Each block has one of four different combinations of **[A – WHOM]** and **[C – PATIENT DRUG PREFERENCE]** that are held constant over two vignettes**.** Two sets of identical questions per vignette will vary **[B – MESSAGE]**. **[D – DRUG]** will vary between vignettes. The order of the vignettes and question sets will be randomized.

| | **VIGNETTE 1** | | **VIGNETTE 2** | |
|---|---|---|---|---|
| **BLOCK 1 ($A_0C_0$)** | $a_0b_0\ c_0d_0$ | $a_0b_1\ c_0d_0$ | $a_0b_0\ c_0d_1$ | $a_0b_1\ c_0d_1$ |
| **BLOCK 2 ($A_0C_1$)** | $a_0b_0\ c_1d_0$ | $a_0b_1\ c_1d_0$ | $a_0b_0\ c_1d_1$ | $a_0b_1\ c_1d_1$ |
| **BLOCK 3 ($A_1C_0$)** | $a_1b_0\ c_0d_0$ | $a_1b_1\ c_0d_0$ | $a_1b_0\ c_0d_1$ | $a_1b_1\ c_0d_1$ |
| **BLOCK 4 ($A_1C_1$)** | $a_1b_0\ c_1d_0$ | $a_1b_1\ c_1d_0$ | $a_1b_0\ c_1d_1$ | $a_1b_1\ c_1d_1$ |

**Variables:**

**[A – WHOM]**

- $a_0$ FDA – "from/by the FDA"
- $a_1$ professional societies – "from/by your professional society"

**[B – MESSAGE]**

- $b_0$ "equally as effective as"
- $b_1$ "bioequivalent to"

**[C – PATIENT DRUG PREFERENCE]**

- $c_0$ neutral – "has never expressed a preference for brand or generic drugs"
- $c_1$ brand name preference – "expressed concern that the generic drug will not work for her"

**[D – DRUG]**

- $d_0$ "antidepressants"
- $d_1$ "oral contraceptives"

**Survey**

A preview of the survey is available through the following link:
https://qtrial2016q3az1.qualtrics.com/SE/?SID=SV_8iVlufkwzVUpaF7

**Note:** The following vignette questions demonstrate how the vignette questions are presented to a participant within one of the four blocks. The bolded text in brackets (i.e. [**D-DRUGa]**) shows how the variables are presented and change within a given block.

As mentioned above, the **[A-WHOM]** and **[C-PATIENT DRUG PREFERENCE]** variables remain constant throughout the vignettes within each block.

Since **[B – MESSAGE]** and **[D – DRUG]** variables change between the vignettes in a given block and the order of the vignettes would be randomized, **[B – MESSAGEa]** represents the first message variable option while **[B – MESSAGEb]** demonstrates the second variable option. The same is true for **[D – DRUGa]** and **[D – DRUGb]**.

For example, suppose a participant in Block 1 receives the following structures for vignettes 1 and 2, respectively:

Vignette 1: $a_0b_0c_0d_0$ $a_0b_1c_0d_0$
Vignette 2: $a_0b_0c_0d_1$ $a_0b_1c_0d_1$

In this situation for Block 1, **[A-WHOMa]** corresponds to $a_0$= "from/by the FDA" and **[C-PATIENT DRUG PREFERENCEa]** corresponds to $c_0$= "has never expressed a preference for brand or generic drugs". Since the first vignette structure is $a_0b_0c_0d_0$, **[B – MESSAGEa]** corresponds to $b_0$= "equally as effective as", making **[B – MESSAGEb]** represent $b_1$= "bioequivalent to". Similarly, **[D – DRUGa]** corresponds to $d_0$="antidepressants" and **[D – DRUGb]** corresponds to $d_1$="oral contraceptives". As a result, the questions for the first vignette in this situation would be presented as follows:

**Questions:**

1. How often do you prescribe **[DRUGa: antidepressants]?**

*The following questions pertain to the bolded text below:*
One of your patients comes to your clinic for a medication refill. She is currently taking a brand name **[DRUGa: antidepressants]**. She has no complaints and is doing well. In previous visits, the patient **[PATIENT PREFERENCEa:** has never expressed a preference for brand or generic drugs**].**

Recently you received a notification from **[WHOMa: the FDA]**. The message highlighted the importance of prescribing generic **[DRUGa: antidepressants]** since they are **[MESSAGEa:** equally as effective as**]** brand name **[DRUGa: antidepressants].**

2. How likely are you to discuss switching from a brand name to generic **[DRUGa: antidepressants]** with your patient?

3. How likely are you to prescribe this patient a generic **[DRUGa: antidepressants]?**

What if the message from **[WHOMa: the FDA]** highlighted the importance of prescribing generic **[DRUGa: antidepressants]**since they are **[MESSAGEb: bioequivalent to]** brand name **[DRUGa: antidepressants]**?

4. How likely are you to discuss switching from a brand name to generic **[DRUGa: antidepressants]** with your patient?

5. How likely are you to prescribe this patient a generic **[DRUGa: antidepressants]?**

**SURVEY QUESTIONS**

Introduction:
The aim of this survey is to gather your opinions and perspectives on generic prescribing. Please note that once you start the survey you cannot go back to questions you already answered.

Your participation in this survey is voluntary and you can exit at any time. Submission of this survey is considered implied consent. Any responses you provide will be confidential. If you have any questions, please contact the ACP/AANP Research Department by email at <email> or phone at <phone>.

This survey will take approximately 12 minutes.

**Questions:**

6. How often do you prescribe **[D – DRUGa]?**

   All the time  Quite often  Moderately often  Sometimes  Rarely or never

*The following questions pertain to the bolded text below:*
One of your patients comes to your clinic for a medication refill. She is currently taking a brand name **[D – DRUGa]**. She has no complaints and is doing well. In previous visits, the patient **[C – PATIENT DRUG PREFERENCEa].**

Recently you received a notification from **[A – WHOMa]**. The message highlighted the importance of prescribing generic **[D – DRUGa]** since they are **[B – MESSAGEa]** brand name **[D – DRUGa].**

7. How likely are you to discuss switching from a brand name to generic **[D – DRUGa]** with your patient?

   Extremely likely  Somewhat likely  Neither likely nor unlikely  Somewhat unlikely  Extremely unlikely

8. How likely are you to prescribe this patient a generic **[D – DRUGa]?**

   Extremely likely  Somewhat likely  Neither likely nor unlikely  Somewhat unlikely  Extremely unlikely

What if the message from **[A – WHOMa]** highlighted the importance of prescribing generic **[D – DRUGa]** since they are **[B – MESSAGEb]** brand name **[D – DRUGa]**?

9. How likely are you to discuss switching from a brand name to generic **[D – DRUGa]** with your patient?

   Extremely likely  Somewhat likely  Neither likely nor unlikely  Somewhat unlikely  Extremely unlikely

10. How likely are you to prescribe this patient a generic **[D – DRUGa]?**

| | | | | |
|---|---|---|---|---|
| Extremely likely | Somewhat likely | Neither likely nor unlikely | Somewhat unlikely | Extremely unlikely |

*Now consider the same scenario but with respect to **[D – DRUGb]***

11. How often do you prescribe **[D – DRUGb]?**

| | | | | |
|---|---|---|---|---|
| All the time | Quite often | Moderately often | Sometimes | Rarely or never |

*The following questions pertain to the bolded text below:*
One of your patients comes to your clinic for a medication refill. She is currently taking a brand name **[D – DRUGb]**. She has no complaints and is doing well. In previous visits, the patient **[C – PATIENT DRUG PREFERENCEa].**

Recently you received a notification from **[A – WHOMa]**. The message highlighted the importance of prescribing generic **[D – DRUGb]** since they are **[B – MESSAGEa]** brand name **[D – DRUGb].**

12. How likely are you to discuss switching from a brand name to generic **[D – DRUGb]** with your patient?

| | | | | |
|---|---|---|---|---|
| Extremely likely | Somewhat likely | Neither likely nor unlikely | Somewhat unlikely | Extremely unlikely |

13. How likely are you to prescribe this patient a generic **[D – DRUGb]?**

| | | | | |
|---|---|---|---|---|
| Extremely likely | Somewhat likely | Neither likely nor unlikely | Somewhat unlikely | Extremely unlikely |

What if the message from **[A – WHOMa]** highlighted the importance of prescribing generic **[D – DRUGb]** since they are **[B – MESSAGEb]** brand name **[D – DRUGb]**?

14. How likely are you to discuss switching from a brand name to generic **[D – DRUGb]** with your patient?

| | | | | |
|---|---|---|---|---|
| Extremely likely | Somewhat likely | Neither likely nor unlikely | Somewhat unlikely | Extremely unlikely |

15. How likely are you to prescribe this patient a generic **[D – DRUGb]?**

| | | | | |
|---|---|---|---|---|
| Extremely likely | Somewhat likely | Neither likely nor unlikely | Somewhat unlikely | Extremely unlikely |

**KNOWLEDGE QUESTIONS**

16. In general, generic drugs are **as effective as** their corresponding brand name versions.

| | | | | |
|---|---|---|---|---|
| Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |

17. In general, generic drugs are **as safe as** their corresponding brand name versions

| | | | | |
|---|---|---|---|---|
| Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |

18. In general, generic drugs **do not cause more adverse events** than their corresponding brand name versions.

| | | | | |
|---|---|---|---|---|
| Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |

19. Generic drugs approved by the FDA are substitutable for brand name counterparts.

| | | | | |
|---|---|---|---|---|
| Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |