# Task 1 – Familiarity with OTC Brands

•We are interested in knowing which name brands people are familiar with. I'm going to ask you some questions about products you may have used, heard of, and maybe some you have never heard of. If you don't know the answer, don't worry, we can move on to the next question.

•Please review this list of common brand names for over-the-counter medication products. For each medication, tell me if you have heard of or seen the brand name before?

























Kaopectate<sub>2</sub>

































### Common Symptoms:

- Allergies
- Cold/Flu
- Constipation
- Cough
- Diarrhea
- Fever
- Headache
- Migraine
- Motion sickness
- Nausea
- Pain
- Heartburn
- Indigestion
- Sleep aid
- Upset stomach
- Urinary tract infection
- Yeast infection

### **Common Active Ingredients:**

- Acetaminophen
- Aluminum hydroxinde
- Anhydrous citric acid
- Antacid
- Aspirin
- Bisacodyl
- Bismuth subsalicylate
- Calcium carbonate
- Cetrizine
- Chlorphoeniramine maleate
- Dextromethorphan
- Dextromenthorphn Hdryobromide
- Diphenhydramine
- Doxylamine Succinnate
- Fexofenadine
- Guaifenesin

- Ibuprofen
- Lansoprazole
- Loratidine
- Loperaminde hydroxide
- Magnesium hydroxide
- Meclizine
- Naproxen
- Neomycin Sulfate
- Omeprazole magnesium
- Phenazopyridine
- Phenylephrine Bitartrate
- Phenylephrine hydrochloride
- Polymyxin B
- Sodium bicarbonate

## Task 2 Product Selection

•For this part of the interview, pretend you are at the pharmacy. I will show you several over the counter products and ask you which ones would be appropriate for you to take if you had a specific symptom or set of symptoms. You may choose as many as you think apply. Keep in mind that there may be more than one possible answer. We would like you to do whatever you normally do at the pharmacy when choosing medicines.

• Which of these products could you take if you had heartburn?

Correct	Error - BE	Correct	Correct	Correct	Error	Error
NEW!  PREVIOUS ENTRY HOUSE OF THE STATE OF T	All G. Seltzer BLUS Seltzer BLUS SEVERE COLD & FLU Frest both dels Course Color dels Course Color dels Color d	CACHIM BICH TUMS REQUAR STRENGTH ASSISTED SOREITS	PERMIT DE LA COMMAN.  SE LA COMMAN.	Allo See new warnings information  Allo See new warnings information  Allo See new warnings information  See that Allow and the see that the see tha	Caplets  Comments to the comment of	Tours aut 10055 - Relieus Sectional Consideration Programme Softens Stool

• Which of these products could you give your child if they had a runny nose AND a cough.

Correct	Error	Correct	Correct	Error	Error - BE	Error	Error
Dimetapy Cold Coal  Cold Cold Cold Cold Cold Cold Cold Co	Children's Claritin Alleryy Non-theory states and States  under & Outdoor Allerys  years and States  years and	Children's TYLENOL  With blant had blum Ingli blant	WALVE SIZE! Children's Muclinex  Congestion & Cough  The Management of the Cough  The Co	For Ages 2 to 11 Children's Motrin	Fever Reducer Pain Reliever Actaningham Pan Interferent Manner Pan Interferent	Children's Atlegra* Allergy feorfenadine Hill oral histanine Indoo and Outdoor Allergies Ages 2 Years and Older Audit tes  Victory Vic	Sugar-Free Children's ACVI Supermon Buppel 100 mp Feet Reducet/ Pair Relieve (MSAB) per 5 mt. Feet Control of the Same Last Up to Dye-Free GERSY GERSY Free Board Bupel Free Seet Flavord Bupel Free S

• Imagine your friend asks you to go to the store and pick up a product to help her urinary tract infection symptoms. Which of these products could you pick?

Error – BE	Correct	Error	Correct	Correct	Error	Error	Error
Multi-Benefit Formula  Veast * Plus  Veast * Infection  Veast Infection  V	PAST TEMPORALY RELIEF TO THE PAST TEMPORALY R	Helps Control the Need to Go to the Bathroom  AZO  Bladder Control  Wish Go-Less*	Double Action Formula  1. I sights Lineary Pain & Berning 2. Inches Control Infections  1. Analgenic Fights urinary and a humring (102.5 mg Sodium Salici Mari)  4. Antibacterial. Helps control infections (162 mg Methersamme)  CYSTEX  UNINARY PAIN RELIEF TABLETS  "Uninary PAIN	Fast Effective Pain Relief  AZO  Urinary Pain Relief  MAXIMUM STRENGTH  **NOSI AUTHOR BUTCHING **CURRENCY BUTCHING **CURRENCY BUTCHING **CURRENCY BUTCHING **CURRENCY BUTCHING **CURRENCY BUTCHING **THE SOURCE OF JAIN **T	MONISTAT  The state of the stat	Fast & Easy UTI Home Test  AZO  Test Strips:  URNARY TRACT INFECTION TEST  -CLINICALLY TISTID  -REVUITS IN ANTE PHONITS!  NEW! NO MESS HANDLE  3 Test Sign  Stration  3 Test Sign  Stration  Stratio	Total gar and an analysis of the second seco

• Imagine your doctor tells you to take a laxative for constipation. Which of these products could you take?

Correct	Error	Error	Error	Error	Error	Correct	Error – BE
Power out 19053 - A silver Occasional Consulption Inspirity  - Softest Shool  - Softest Shool	CHEMIN BEN  TUMS  RECULAR  STRENGTH  AMORTIC  SOUTH	Imodium  separate and production of parameters and production of the production of t	FAST GAS RELIEF  Dulc Gas  Simethicace (USP) 125 mg Tablet/ANT/GAS  From the makers of Dulcelax  Relieves discomfort, bloating and pressure  18 TABLETS  RELIEF IN MINUTES Tangy Citrus	Kangbectate  Anti-Darthed  Ingel Stony of Nation 1  George to be some a busing former of the stony of the sto	PCPUO SINTERE VITE SINTERE VITE SINTERE SERVICE ORIGINAL TENESS T	Caplets  - constraint Red - constraint - topy to southers  24 caplets	Dulcolax STOOL SOFTENER (drouste notion 103 bitm) Comfortable, Stimulant-Free Constipation Relief Sugar Free

• Imagine you have seasonal allergies. Your doctor tells you to take one allergy medicine every day to treat all your symptoms (sneezing, runny nose and itchy eyes). Which of these products could you take to treat all your symptoms?

Correct	Error – BE	Correct	Error	Correct	Error – BE	Correct	Error
Colonal Precoption Strength  INFORMATION  Tokune MC/  Information  Tokune  Tokun	Relieves Itch Fast  Albestomers Authority Authority Whole a the Source flab  Alleggra  Intensive Relief Anti-the CRAM  Topical Angree / Surfman  Top	Claritin-D  Indoor & Outdoor Allergies Allergy & Congestion  **Note that or Allergies**  **Note that or Allergies*	** Doctor & Pharmadist Recommended Brand  **Appendix Application And Decognism  Original  NASAL SPRAY  Fast, Powerful  Congestion  Relief  Colds * Allergies  Maximum  Strength  1FL0Z [30mL]	SEVERE SINUS CONGESTION ALLERGY & COUGH Anny four 1 found of the share	Claritin Eye  Letting fundament of their scalation Allergy Eye Itch Relief Works in Minutes  The Man Prop. 6. fider  18 (1977) OF THEIR  STUDIES  THEIR  THE	Benadryi  ALLERGY  Diphriyariania HC 27an JAMMatania  Basang Basang Basan Basang Basan	POWERFUL VICKS  DayQuil  COLOR FLU  Mini Sympton Note  Actor for how of Characteristic  * Statisformer  New-Drawy* • Coap  * Statisformer  * S

• Imagine you have a cold and take Dayquil. You take it and it seems to work but you still have a headache. Which of the following products could you take to help your headache?

Correct	Correct	Error – DD	Error – DD	Error – DD	Error – DD	Incorrect	Error – DD
Ibuprofen Tablets, 200 mg Pain Reliever/Fever Reducer (NSAID) 24 Coastel Tablets Tablets	Motring  bup of a Tablets up soon  tan helver / Four Reduce (ISAN)  Connel Copies  Connel Copies	TYLENOL See New Warning  Not Acct The Control of th	EXCEDRINA EXTRA STRENGTH  Retaining the Agent (KMD) and Labora Proceeding Kolor Rd.	All Control of the Co	COLD + HEAD CHOCATAN ACCUMINISTED AND ACCUMINISTED ACCUMINISTED AND ACCUMINISTED AC	Multi-Symptom Cold  Multi-Symptom Cold  Minima Complexes and State of the Color of	TYLENOL COLD MAX Arctaminophen assessment in the months at a

• Imagine you have long standing knee pain and you take Tylenol everyday. You then develop cold and cough symptoms, which of the following could you take to help your cold symptoms?

Error - DD	Incorrect	Correct	Error - DD	Correct	Error - DD	Correct	Error - DD
POWERFUL INVESTIGATION INVESTI	Ibuprofen Tablets, 200 mg Pain Reliever/Fever Reducer (NSAID) 24 Control Tablets	COURT & CHAST CONGESTION  MAXIMUM STRENGTH  MUCINEX: FAST-ILLAX*  DMMAX  Determent of the Coupt Supersons  Confessed Coupt Supersons  Confessed Coupt Supersons  Filed Coupt Supersons	Alka-Seltzer Seltzer PLUS  RESIDENT COLD ELU  TRANSPORTE COLD ELU  TRANSPORTE SERVERE  COLD EN SERVERE  TRANSPORTE SERVERE  TRANSPORTE SERVERE  20 outcomment mans	Alka- Seltzer Seltzer  Seltzer	TYLENOL COLD MAX Actaminophen Announce in Transparent Institution of Transp	COLD & SINUS Non-Drawy  Bougrofen 200 mg > Pain Relever/Fever Reducer (NSAID)  Pseudoephedrine HIQ Of mg - Nasai Decongestant  Releven Presure  Klasai Congestion and Fever	MACHINESTREADTH  MULTI-SYMPTOM  MACHINESTREADTS  MUCCINC  FAST-MAX  Cold & Sinus  Anteninghen Hakarden bland  Bellenst departed  Professor (Shand Sungard  Foreign (Shand Sung

• Imagine you have allergies and you take Benadryl everyday. Which of the following products could you take to for cold symptoms?

Correct	Correct	Error - DD	Correct	Error - DD	Correct	Incorrect	Error – DD
POWERFUL TO STATE A COLOR OF THE LIEF  NOTICE OF THE LIEF  Notation of the Color of	NEW!  MULTI-SYMPTOM SEVERE COLD ACTAMINATION TO BE THE STATE OF THE ST	NEW From the makery at Cock NyQuil *  ZzzQuil *  NIGHTIME SLEEP-AID  Biphoshydranier RD *  Neo-Habit Ferming  horizoning Out of the temps  12 LiquiCapa*	COLD & SINUS Non-Drowy  Biografies 200 mg > Pain Reliever/Fever Reducer (NSAID)  Pseudoephodrine HCl 30 mg > Nasal Decongestant  Relieves Sinus Prossure, Nasal Congestion and Fever	Benadryl-D  ALLERGY PLUS SINUS  Anticipation to all Dromystam  O Sesserios O shirt Board  O Sinus Companio O shirt Board  O Sinus Companio O shirt Board  O Sinus Companio O shirt Board  A shirt Tuttill  24 shirt Tuttill	TYLENOL COLD MAX Actaminopheth Announce in Transpare in T	Original Prescription Strength  Contract HU  Contract HU	NEW from the malers of PICCO NyQuil'  QlearQuil  NIGHTIME ALLERGY RELIEF  Dipherhydramic HCHArthistomine  Streeting on  Nichy, Wanny Sys  Nichy, Wanny Sys  Nichy, Wanny Sys  Nichy, Wanny Sys

• Imagine you have a heartburn and congestion. You take Sudafed PE for congestion but you still have heratburn, which of the following could you take?

Correct	Correct	Error - DD	Error-DD	Error - DD	Correct	Correct
Alla See now wanings information  Alka- Soltan  Annie See Land Hand Annie See And Anderdan Annie See And Anderdan Annie See And Anderdan Anderdan And Indeptional Annie Hande See Anderdan Anderdan And Indeptional Annie Hande See Anderdan Anderdan Anderdan Anderdan Anderdan Annie See Anderdan Anderdan Anderdan Anderdan Anderdan Annie See Anderdan Anderdan Anderdan Anderdan Annie See Anderdan Anderdan Anderdan Anderdan Annie See Anderdan Anderdan Anderdan Anderdan Anderdan Anderdan Annie See Anderdan Anderd	Pepios  Signo  S	Alka- Seltzer  Un DAN Self PLUS  DAN SELF PLUS  DAN SELF PLUS  AREA CAUSET AND FROM PLUS  BASED CAUSET AND FROM PLUS  AREA CAUSET AND FROM PLUS  AR	Multi-Symptom Cold  Multi-Symptom Cold  Minimum Harman Haritana Paparant Minimum Harman Harman Minimum Harman M	Alko- Seltzer  SEVERE SINUS CONGESTIONS NEW DIRECTIONS NEW JORGAN SEVERE SINUS CONGESTION AND PROPERTY SINUS FORMULA NEW ABOUT A STREET COUNTY SINUS Pressure - Headcache & Tought Sinus Pressure - Headcache & Tought 20 10000 6835 Build Field Capation	CALCULAR STRENGTH ASSETTE SOUTH	PREVACED IN THE PREVACED IN THE TABLE OF THE PREVACED IN THE P

## Task 3 Product Comparison

•Now I'm going to show you two products at a time and ask you to tell us what is the same or different about them

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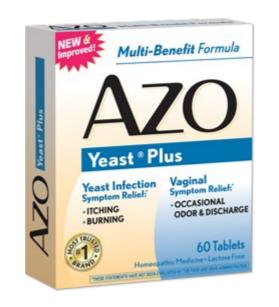
















## Group A Tylenol Manipulation 1





## Group B Tylenol Manipulation 2





## Group C Tylenol Manipulation 3





### Group D Tylenol Manipulation 4





#### Group A Midol Manipulation 1





#### Group B Midol Manipulation 2





### Group C Midol Manipulation 3





### Group D Midol Manipulation 4



