

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?**

Advil[®]

Afrin[®]

Alka-Seltzer

Allegra[™]

AZO

Benadryl[®]

Claritin[®]

CYSTEX[®]

DayQuil

Dimetapp[®]
Children's

Dramamine[®]

Dulcolax

EXCEDRIN[®]

Imodium[®]

Kaopectate[®]

Maalox[®]

MiraLAX

MONISTAT[®]

Motrin

Mucinex

NyQuil

Pepto-Bismol[®]

Phillips'[®]

PREVACID[®]

QlearQuil

Robitussin[®]

Theraflu[™]

SUDAFED[®]

Triaminic[®]

TUMS

TYLENOL[®]

URISTAT

Unisom[®]

ZYRTEC[®]

ZzzQuil[™]

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 hydroxide
- Anhydrous citric acid
- Antacid
- Aspirin
- Bisacodyl
- Bismuth subsalicylate
- Calcium carbonate
- Cetirizine
- Chlorpheniramine maleate
- Dextromethorphan
- Dextromethorphan Hydrobromide
- Diphenhydramine
- Doxylamine Succinate
- Fexofenadine
- Guaifenesin
- Ibuprofen
- Lansoprazole
- Loratidine
- Loperamide 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.

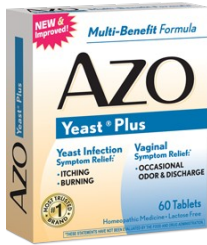





- Which of these products could you take if you had heartburn?

Correct	Error - BE	Correct	Correct	Correct	Error	Error
 <p>Box of PREVACID 24HR capsules. The box is blue and pink, with 'NEW!' and '24HR' prominently displayed. It contains 42 capsules.</p>	 <p>Box of Alka-Seltzer PLUS SEVERE COLD & FLU. The box is blue and orange, with 'Alka-Seltzer PLUS' and 'SEVERE COLD & FLU' prominently displayed. It contains 20 effervescent tablets.</p>	 <p>Bottle of TUMS Regular Strength. The bottle is clear with a blue cap and a label that says 'CALCIUM RICH TUMS REGULAR STRENGTH'. It contains 50 tablets.</p>	 <p>Bottle of Pepto-Bismol Original. The bottle is pink with a white cap and a label that says 'Pepto-Bismol ORIGINAL'. It contains 100 capsules.</p>	 <p>Box of Alka-Seltzer Lemon Lime. The box is blue and green, with 'Alka-Seltzer' and 'LEMON LIME' prominently displayed. It contains 36 tablets.</p>	 <p>Box of Phillips' Caplets. The box is blue and white, with 'Phillips' Caplets' prominently displayed. It contains 24 caplets.</p>	 <p>Bottle of MiraLAX powder. The bottle is white with a pink cap and a purple label that says 'MiraLAX'. It contains 7 one-daily doses.</p>

- 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
 <p>Dimetapp Cold & Cough syrup box. Indicated as 'Correct'.</p>	 <p>Children's Claritin Allergy syrup box. Indicated as 'Error'.</p>	 <p>Children's Tylenol Plus Multi-Symptom Cold syrup box. Indicated as 'Correct'.</p>	 <p>Mucinex Congestion & Cough syrup box. Indicated as 'Correct'.</p>	 <p>Children's Motrin syrup box. Indicated as 'Error'.</p>	 <p>Children's Triaminic Syrup box. Indicated as 'Error - BE'.</p>	 <p>Children's Allegra Allergy syrup box. Indicated as 'Error'.</p>	 <p>Children's Advil Suspension box. Indicated as 'Error'.</p>

- 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
 <p>A box of AZO Yeast Plus, 60 Tablets. The box is yellow and blue, with text: 'NEW & Improved Multi-Benefit Formula', 'AZO Yeast Plus', 'Yeast Infection Symptom Relief!', 'Vaginal Symptom Relief!', 'ITCHING - BURNING', 'OCASIONAL ODOUR & DISCHARGE', '60 Tablets'.</p>	 <p>A box of URISTAT Pain Relief Tablets, 36 Tablets. The box is blue and white, with text: 'URISTAT Pain Relief Tablets', 'FAST TEMPORARY RELIEF OF: Urinary Pain, Burning, Urgency', '36 Tablets'.</p>	 <p>A box of AZO Bladder Control, 54 Day Supply. The box is yellow and blue, with text: 'Helps Control the Need to Go to the Bathroom', 'AZO Bladder Control', 'With Go-Less', 'HELPS SUPPORT HEALTHY BLADDER FUNCTION', 'SAFELY HELPS REDUCE OCCASIONAL URGENCY', 'SUPPORTS A GOOD NIGHT'S SLEEP', '54 DAY SUPPLY'.</p>	 <p>A box of CYSTEX Urinary Pain Relief Tablets, 100 TABLETS. The box is white and red, with text: 'Double Action Formula', '1. Fights Urinary Pain & Burning', '2. Helps Control Infection', 'Analgesic - Fights urinary pain & burning (162.5 mg Sodium Salicylate)', 'Antibacterial - Helps control infection* (162 mg Methenamine)', 'CYSTEX URINARY PAIN RELIEF TABLETS', '100 TABLETS'.</p>	 <p>A box of AZO Urinary Pain Relief Maximum Strength, 24 Tablets. The box is blue and white, with text: 'Fast Effective Pain Relief', 'AZO Urinary Pain Relief MAXIMUM STRENGTH', 'MORE ACTIVE INGREDIENT RELIEVES PAIN, BURNING & URGENCY', 'TARGETS THE SOURCE OF PAIN', '24 Tablets'.</p>	 <p>A box of MONISTAT 3, 3 Day Treatment. The box is green and white, with text: 'MONISTAT 3', '3 DAY TREATMENT', '1 DOCTOR RECOMMENDED BRAND', 'FEMALE RESPONSIBILITY FOR UOI PREVENTION'.</p>	 <p>A box of AZO Test Strips, 3 Test Strips. The box is blue and white, with text: 'Fast & Easy UTI Home Test', 'AZO Test Strips URINARY TRACT INFECTION TEST', 'CLINICALLY TESTED', 'RESULTS IN JUST 2 MINUTES!', 'NEW! NO MESS HANDLE'.</p>	 <p>A box of MONISTAT 7, 7 Day Treatment. The box is purple and white, with text: 'MONISTAT 7', '7 DAY TREATMENT', '1 DOCTOR RECOMMENDED BRAND', 'PURE TREATMENT CREAM'.</p>

- 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
 <p>MiraLAX POLYETHYLENE GLYCOL 3350 POWDER 7 ONCE-DAILY DOSES NET WT 4.1 OZ (116 g) Relieves Occasional Constipation Irregularity Softens Stool</p>	 <p>CALCIUM RICH TUMS REGULAR STRENGTH ASSORTED FLAVORS 150 TABLETS</p>	 <p>Imodium Multi-Symptom Relief Diarrrhea PLUS • Cramps & Pressure • Bloating • Gas 18 Caplets</p>	 <p>FAST GAS RELIEF DulcoGas Simethicone (USP) 125 mg TABLETS/ANTIGAS From the makers of Dulcolax Relieves discomfort, bloating and pressure 18 TABLETS Tangy Citrus RELIEF IN MINUTES</p>	 <p>Aluminum Suboctylate Kaopectate Anti-Diarrheal Upset Stomach Relief Go to the Source to Help Restore Balance Vanilla 6 FL OZ (170 mL)</p>	 <p>Pepto-Bismol ORIGINAL BISMUTH SUBSALICYLATE SPECTRUM STOMACH RELIEVER ANTIDIARRHEAL</p>	 <p>GENUINE Phillips' LAXATIVE DIETARY SUPPLEMENT Caplets • Comfortable Relief • Convenient • Easy-to-swallow Cramp free 24 caplets</p>	 <p>#1 DOCTOR RECOMMENDED INGREDIENT Dulcolax STOOL SOFTENER (docusate sodium USP 100mg) Comfortable, Stimulant-Free Constipation Relief Sugar Free LIQUID GELS</p>

- 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
							

- 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
							

- 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
							

- 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
							

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

Correct	Correct	Error - DD	Error-DD	Error - DD	Correct	Correct
						

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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NEW  NDC 37000-404-30

NON-DROWSY*

QlearQuil™

**ALL DAY & ALL NIGHT
24 HOUR ALLERGY RELIEF** 

Loratadine Tablets, 10 mg /Antihistamine
Indoor & Outdoor Allergies

Relief of:  Sneezing
 Runny Nose
 Itchy, Watery Eyes
 Itchy Throat or Nose

Actual Size 

*WHEN TAKEN AS DIRECTED. SEE DRUG FACTS PANEL. **30 TABLETS**

NEW *from the makers of*  **DayQuil®**

NON-DROWSY

QlearQuil

**DAYTIME
SINUS & CONGESTION** 

Acetaminophen-Pain Reliever,
Phenylephrine HCl-Nasal Decongestant

-  Minor Aches and Pains, Fever, Headache
-  Nasal Congestion
-  Sinus Congestion and Pressure

MAX STRENGTH 

24 LIQUICAPS®

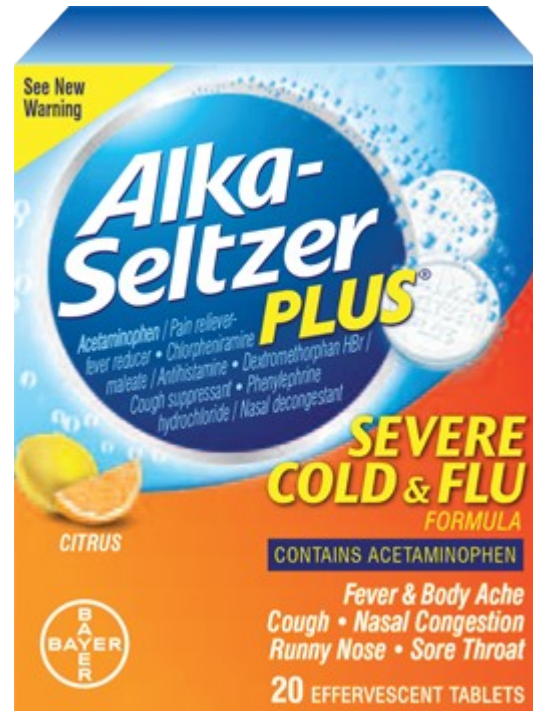


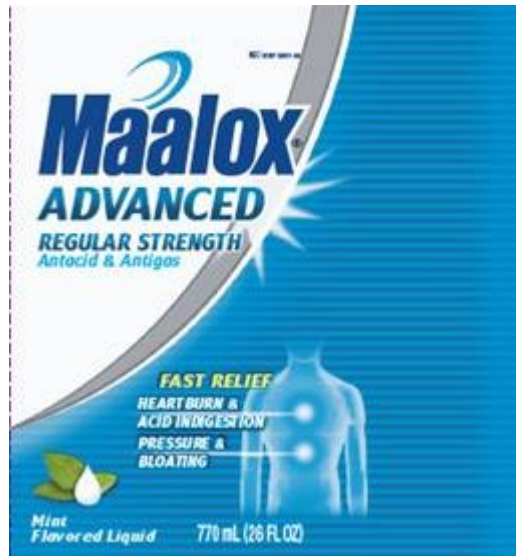
















Group A Tylenol Manipulation 1



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

