

## PRETEST QUESTIONNAIRE – STUDY 1

### IMPORTANT GENERAL PROGRAMMING NOTES:

- **BLACK**= Question stems, response options and instructions that are to appear on screen.
- **BLUE** = Programming notes, skip patterns and logical operators.
- **RED**= Value names and labels, which are NOT to appear on screen. These correspond to parameters set in the data shell.
- **GREY**= Variable names, which will NOT to appear on screen. These correspond to variable names in the datashell.

[**QUOTA REQUIREMENT:** Highest education level 20% of the CONSUMER sample for must be high school graduate or less]

[**Screener Intro Screen will be presented here**]

[**PROGRAMMER: IF COHORT = 2 'PCP', SKIP S1\_C THROUGH S8\_C; GO TO S1\_P]**

[-----New Screen-----]

[**Screener Items – Consumers English-speaking adults in the United States**]

[**DISPLAY S1\_C IF COHORT = 1 'Consumer'**]

#### [**NUMERICAL FIELD**]

S1\_C. How old are you? \_\_\_\_ ←[Consumers be at least 18 to remain Eligible]

[**PROGRAMMER: IF COHORT = 1 'Consumer' AND S1\_C\_age < 18, SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; GO TO S2\_C]**

#### [**SINGLE PUNCH**]

S2\_C. What is your current occupation?

- 1 Healthcare provider (e.g., physician, nurse, counselor, physical therapist)
- 2 Pharmaceutical employee (e.g., pharma rep)
- 3 Market research employee/advertising employee
- 4 Employee of the Department of Health and Human Services
- 5 All other occupations ←[Consumers must select 5 to remain Eligible]

[**PROGRAMMER: IF COHORT = 1 'Consumer' AND S2\_C !== 5 'All other occupations', SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; GO TO S3\_C]**

#### [**SINGLE PUNCH**]

S3\_C. Have you ever had any chronic or long-lasting pain (more than aches and pains that go away quickly or are minor)?

- 1 Yes ←[Must select 1 to remain Eligible]
- 2 No

[**PROGRAMMER: IF COHORT = 1 'Consumer' AND S3\_C !== 1 'Yes', SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; SKIP S4\_C – S6\_C, GO TO S7\_C]**

#### [**SINGLE PUNCH**]

S4\_C. Did you experience this chronic or long-lasting pain for at least 3 months?

- 1 Yes ←[Must select 1 to remain Eligible]
- 2 No

**[PROGRAMMER: IF COHORT = 1 'Consumer' AND S4\_C != 1 'Yes',  
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; GO TO S5\_C]  
[SINGLE PUNCH]**

S5\_C. Do you still have this chronic or long-lasting pain?

- 1 Yes
- 2 No

**[SINGLE PUNCH]**

S6\_C. Are you currently taking, or have you ever taken, any prescription drug(s) for chronic pain?

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

**[PROGRAMMER: IF COHORT = 1 'Consumer' AND S5\_C != 1 'Yes' AND S6\_C !=  
'Currently taking',  
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; GO TO S7\_C]**

**[SINGLE PUNCH]**

S7\_C. What is the highest level of school you have completed or the highest degree you have received?

- 1 Less than high school
- 2 High school graduate—high school diploma or the equivalent (for example: GED)
- 3 Some college but no degree
- 4 Associate degree in college
- 5 Bachelor's degree (for example: BA, AB, BS)
- 6 Advanced or postgraduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

**[QUOTA REQUIREMENT: IF COHORT = 1 'Consumer', RESPONDENTS WHO SELECT S3\_C  
= 1 'Less than HS' OR S3\_C = 2 'HS grad' MUST COMPRISE 20% OF COMPLETES]**

**[SINGLE PUNCH]**

S8\_C. What is your annual household income?

- 1 Less than \$30,000 per year
- 2 \$30,001 to \$75,000 per year
- 3 \$75,001 to \$150,000 per year
- 4 More than \$150,000 per year
- 997 Prefer not to answer

**[PROGRAMMER: IF COHORT = 1 'Consumer', SKIP S1\_P THROUGH S5\_P; GO TO S9]**

**[-----New Screen-----]**

**[Screener Items English-speaking PCPs, in the United States]  
[DISPLAY S1\_P IF COHORT = 2 'PCP']**

**[SINGLE PUNCH]**

S1\_P. Which of the following best describes your profession?

- 1 Medical doctor/physician ← [PCPs must select 1 to remain Eligible]
- 2 Physician assistant
- 3 Nurse practitioner
- 4 Other

**[PROGRAMMER: IF COHORT = 2 'PCP' AND S1\_P != 1 'Medical doctor/physician',  
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; SKIP S2\_P, GO TO S3\_P]  
[DISPLAY S2\_P IF S1\_P = 1 'Medical doctor/physician']**

**[SINGLE PUNCH]**

S2\_P. Do you consider yourself a primary care provider or specialist?

- 1 Primary care provider ← [PCPs must select 1 to remain Eligible]
- 2 Specialist

**[PROGRAMMER: IF COHORT = 2 'PCP' AND S2\_P != 1 'Primary care provider',  
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; GO TO S3\_P]**

**[SINGLE PUNCH]**

S3\_P. Which of the following best describes your practice?

- 1 Family practice ← [PCPs must say 1 'Family practice', OR
- 2 General practice ← 2 'General practice, OR
- 3 Internal medicine ← 3 'Internal medicine' to remain Eligible]
- 4 Other

**[PROGRAMMER: IF COHORT = 2 'PCP' AND (S3\_P = 4 'Other'),  
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; GO TO S4\_P]**

**[NUMERICAL FIELD; SET RANGE 0 – 100]**

S4\_P. In a typical week, what percentage of your time is spent on direct patient care, such as seeing patients and reviewing their medical records? If you are not sure, please provide your best guess.

\_\_\_\_% ← [PCPs must say at least 50% to remain Eligible]

**[PROGRAMMER: IF COHORT = 2 'PCP' AND S4\_P < 50,  
SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; GO TO S5\_P]**

**[MULTIPLE PUNCH]**

**[PROGRAMMER: Multipunch response items should be saved to dataset as binary variables with response options: 1='Selected' OR 0='Not selected'.]**

S5\_P. Do you treat patients with any of the following conditions? Select all that apply.

- S5\_P\_1. Asthma
- S5\_P\_2. Obesity
- S5\_P\_3. Chronic pain ← [PCPs must check chronic pain to remain Eligible]
- S5\_P\_4. High cholesterol
- S5\_P\_5. Diabetes
- S5\_P\_6. Allergies

**[PROGRAMMER: IF COHORT = 2 'PCP' AND S5\_P\_3 != 1 'Selected',**

**SET EFLAG=0 'INELIGIBLE' – TERMINATE after S11; GO TO S9]**

[-----New screen-----]

**[SINGLE PUNCH]**

S9. What is your gender?

- 1 Male
- 2 Female

**[SINGLE PUNCH]**

S10. Are you:

- 1 Hispanic or Latino
- 2 Not Hispanic or Latino
- 3 Prefer not to answer

**[MULTIPLE PUNCH]**

**[PROGRAMMER: Multi-punch response items should be saved to dataset as binary variables with response options: 1='Selected' OR 0='Not selected'.]**

S11. What is your race? *Select all that apply.*

- S11\_1. American Indian or Alaska Native
- S11\_2. Asian
- S11\_3. Black or African American
- S11\_4. Native Hawaiian or other Pacific Islander
- S11\_5. White
- S11\_6. Other
- S11\_7. Prefer not to answer ←[If selected, no other options can be selected]

**[PROGRAMMER: IF S11\_7 = 1 'Selected', DISABLE OPTIONS S11\_1 – S11\_6]**

[-----New screen-----]

**[DISPLAY 'Thank and Terminate' IF EFLAG=0 'INELIGIBLE]**

**[Thank and Terminate]**

We're sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible for this study. These reasons were decided earlier by the researchers. However, thank you for your interest in this study and for taking the time to answer our questions today.

**[IF EFLAG=0 'INELIGIBLE, END HERE]**

[-----New screen-----]

**[DISPLAY]**

Thank you for your interest in this research study. The purpose of the study is to learn more about prescription drug websites.

You are one of about **{IF PRETEST: “600”, IF MAIN STUDY: “1,500”}** people in the United States who are being asked to take a survey about a new prescription drug.

If you agree to participate, you will look at a website for a new prescription drug and then answer some survey questions about what you saw. Viewing the website and completing the survey will take approximately **20 minutes**.

[-----**New screen**-----]

**[DISPLAY]**

**About the Study**

This survey is being conducted by RTI International (RTI), an independent nonprofit research organization, on behalf of a public health agency. RTI is working with Research Now to conduct this survey but is not affiliated with Research Now in any way.

**Possible Risks or Discomforts**

There are no known risks to participating in this study. Although the survey questions we ask are not meant to be sensitive, there is always a chance that you may feel uncomfortable with some of the questions. You do not have to answer any question that you don't want to answer. There is also a potential risk of loss of confidentiality. Every effort will be made to protect your information, but this cannot be guaranteed.

**Benefits**

There are no individual benefits for participants. However, your responses are very important because they will help researchers understand how people make decisions about medications.

**Confidentiality**

As with other surveys you receive from Research Now, the privacy and confidentiality of your information is of the highest importance, and we are committed to maintaining a secure environment in which you can participate. All information collected in this survey will be kept confidential to the extent provided by law. Your name and your email address will not be shared outside of Research Now, and they will not be associated with your answers or used in any report. The information obtained from all of the surveys will be combined into a summary report so that details of individual questionnaires cannot be linked to a specific participant. You will not be recontacted about this research study in the future.

**Reimbursement**

In appreciation for your time, you will receive **{ \$5.00 in e-Rewards Currency / an honorarium of \$27.00 }** for completing the survey.

**Right to Refuse or Withdraw**

Your participation in this study is completely voluntary, and you can withdraw from the study for any reason at any time without penalty.

**Persons to Contact**

If you have questions about this survey, please contact Member Services at <http://www.e-rewards.com/contactus.do>, and someone will direct your questions to the appropriate researchers at RTI. If you have questions about your rights as a participant, you can call RTI's Office of Research Protection toll-free at 1-866-214-2043.

[-----New screen-----]

**[SINGLE PUNCH]**

Consent. If you have read the previous screens and agree to participate, please click the Yes button. If not, click the No button.

- 1 Yes, I agree to participate. ←[Go to 'Randomization']
- 2 No, I do not agree to participate. ←[End survey]

**[PROGRAMMER: IF CONSENT = 1 'Yes', GO TO 'Randomization']**

**[PROGRAMMER: IF CONSENT != 1 'Yes', SET EFLAG=0 'INELIGIBLE' – TERMINATE]**

**[PROGRAMMER: Randomly assign participants to one of three experimental conditions. Record assignment in variable XCONDITION with possible values 1 'None', 2 'Few, OR 3 'Many'.**

**USE PURE RANDOM ASSIGNMENT TO ASSIGN PARTICIPANTS TO EXPERIMENTAL CONDITION. DO NOT USE LEAST-FILLS. DO NOT CAP.**

[-----New screen-----]

**[DISPLAY 'Intro screen 1' IF EFLAG=1 'ELIGIBLE']**

Before continuing, here are some helpful tips for taking the survey:

- You may skip any question you do not want to answer. If you do skip a question, red text will appear to let you know that the question was skipped. If that question was accidentally left blank, then you can provide an answer before moving to the next page.
- Once you have moved to the next page in the survey, you will not be able to return to the previous page.
- Keep in mind that you may need to scroll to see all the items on a page.
- Make sure you are comfortable and can read the screen from where you sit.

[-----New screen-----]

**[DISPLAY]**

You are among a small group of people selected to take part in this study and your responses are very important.

**On the next screen, we will ask you to look at a picture of a website that is under development for a new prescription drug.**

The researchers are looking at how {people / providers} think about drug information. It is part of an effort to make drug websites more helpful. We are not connected with the drug being promoted, so please give us your honest reaction to the information on the website.

Carefully read website to see what you think and feel about it. After you finishing viewing it, we will ask you some questions about what you saw.

[-----New screen-----]

**[PROGRAMMER: Display website correspondent to the participant's experimental condition:**

**IF COHORT = 1 'Consumer' AND XCONDITION = 1 'None', DISPLAY IMAGE: CID\_S1\_Cons\_1.jpg**

**IF COHORT = 1 'Consumer' AND XCONDITION = 2 'Few', DISPLAY IMAGE: CID\_S1\_Cons\_2. jpg**

**IF COHORT = 1 'Consumer' AND XCONDITION = 3 'Many', DISPLAY IMAGE: CID\_S1\_Cons\_3. jpg**

**IF COHORT = 2 'PCP' AND XCONDITION = 1 'None', DISPLAY IMAGE: CID\_S1\_PCP\_1. jpg**

**IF COHORT = 2 'PCP' AND XCONDITION = 2 'Few', DISPLAY IMAGE: CID\_S1\_PCP\_2. jpg**

**IF COHORT = 2 'PCP' AND XCONDITION = 3 'Many', DISPLAY IMAGE: CID\_S1\_PCP\_3. jpg]**

**[Please disable the "Next" button for 5 seconds]**

*Please click the 'Next' button to continue. Once you leave this screen you will not be able to return to it.*

[-----New screen-----]

**[SQUIRCLES: TEN TEXTBOXES]**

What are the risks and side effects of [DRUG]? Please list as many risks and side effects as you can remember. *Use one box for each risk or side effect you list. Use your mouse to move to the next box. You do not need to fill out every box.*


[-----New screen-----]

**[GRID: SINGLE PUNCH]**

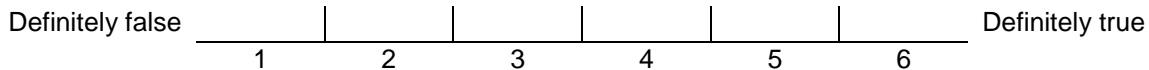
Based only on the information in the [DRUG] website, please check if any of the following were mentioned as a side effect or a risk of taking [DRUG].

	Mentioned in the website <b>1</b>	Not mentioned in the website <b>2</b>
<b>PROGRAMMER: RANDOMIZE ORDER OF ITEMS Q2_a – Q2_i]</b>		
Q2_a. Constipation	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
Q2_b. Dry mouth	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
Q2_c. Headache	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
Q2_d. Serious mental and mood changes	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
Q2_e. Decreased sexual ability or desire	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
Q2_f. Numbness or tingling of hands or feet	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
Q2_g. Glaucoma or other changes in vision	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
Q2_h. {Decreased liver function / Hepatic failure}	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>
Q2_i. {Swelling of ankles or legs / Lower extremity edema}	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>

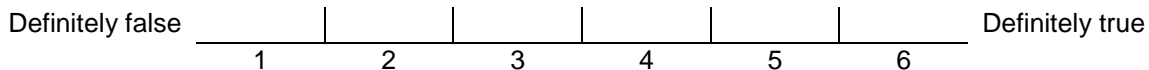
[-----New screen-----]

To what extent do you believe these statements are true or false?  
Click and drag the square to a point on the scale that best reflects your opinion.

Q3A. [DRUG] is a risk-free option for managing chronic pain.



Q3B. [DRUG] provides safe and complete relief from chronic pain.



[-----New screen-----]

**[MULTIPLE PUNCH]**

Q3. This question asks about information that may or may not have been in the [DRUG] website. Which of these statements, if any, were in the website? *If you think a statement was in the website, click on that box to select it. Select all that apply.*

**[PROGRAMMER: RANDOMIZE ORDER EXCEPT FOR “NONE OF THE ABOVE”]**

- Q3\_1. “[DRUG] is the only prescription medication that contains dolafaxine as an active ingredient.”
- Q3\_2. “No head-to-head clinical trials have demonstrated that [DRUG] is more effective than any other SNRI for treating body or joint pain caused by muscle strain, arthritis, and other conditions.”
- Q3\_3. “[DRUG] is available only by prescription for adults 18 or over who suffer from chronic pain.”
- Q3\_5. “[DRUG] is the number one prescribed chronic pain drug.”
- Q3\_7. “[DRUG] is the first and only pain reliever that is FDA-approved to treat both chronic pain and restless leg syndrome.”
- Q3\_8. None of the above.

**[PROGRAMMER: IF Q3\_8 = 1 ‘Selected’, DISABLE OPTIONS Q3\_1 – Q3\_7]**



[-----New screen-----]

[SLIDERS; RANDOMIZE ITEM ORDER Q4 – Q11]  
[DISPLAY]

Click and drag the square to a point on the scale that best reflects your opinion of the website.

I felt the website was...

Q4.	Confusing	1	2	3	4	5	6	Clear
Q5.	Bad	1	2	3	4	5	6	Good
Q6.	Uninformative	1	2	3	4	5	6	Informative
Q7.	Boring	1	2	3	4	5	6	Interesting
Q8.	Not believable	1	2	3	4	5	6	Believable
Q9.	Inaccurate	1	2	3	4	5	6	Accurate
Q10.	False	1	2	3	4	5	6	Factual
Q11.	Misleading	1	2	3	4	5	6	Honest

[PROGRAMMER: IF COHORT = 1 'Consumer' SKIP Q12\_P, GO TO Q12\_C\_1]

[-----New screen-----]

[SLIDERS]  
[DISPLAY]

Click and drag the square to a point on the scale that best reflects how much you agree or disagree with each statement.

[ASK Q12\_P IF COHORT = 2 'PCP']


Q12\_P. If I had a patient with chronic pain, I would consider prescribing [DRUG].

Strongly disagree	1	2	3	4	5	6	Strongly agree
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[PROGRAMMER: IF COHORT = 2 'PCP', SKIP Q12\_C\_1 AND Q12\_C\_2, GO TO Q13]

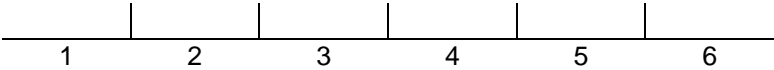
[PROGRAMMER: IF S6\_C = 1 'Currently taking', SKIP Q12\_C\_1, GO TO Q12\_C\_2]

[ASK Q12\_C\_1 IF COHORT = 1 'Consumer' AND S6\_C != 1 'Currently taking']

Q12\_C\_1. If I were to take a prescription drug for my chronic pain, I would consider taking [DRUG].  
Strongly disagree  Strongly agree

**[PROGRAMMER: IF COHORT = 1 'Consumer' AND S6\_C != 1 'Currently taking', SKIP Q12\_C\_2, GO TO Q13]**

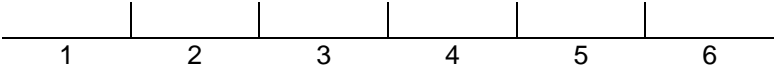
**[ASK Q12\_C\_1 IF S6\_C = 1 'Currently taking']**

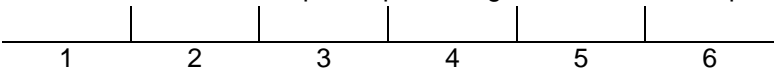
Q12\_C\_2. I would consider switching to [DRUG].  
Strongly disagree  Strongly agree

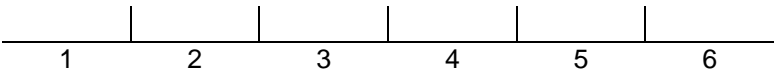
**[PROGRAMMER: GO TO Q13]**

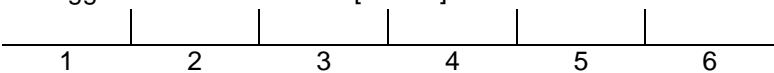
**[-----New screen-----]**

**[SLIDERS]**

Q13. [DRUG] is safer than other prescription drugs that treat chronic pain.  
Strongly disagree  Strongly agree

Q14. [DRUG] is more effective than other prescription drugs that treat chronic pain.  
Strongly disagree  Strongly agree

Q15. I would be very worried about {experiencing / my patients experiencing} side effects if {I / they} took [DRUG].  
Strongly disagree  Strongly agree

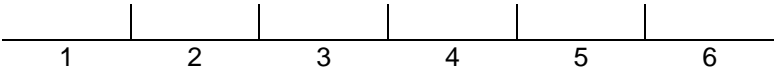
Q16. The website exaggerates the benefits of [DRUG].  
Strongly disagree  Strongly agree


**[-----New screen-----]**

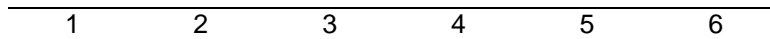
**[SLIDERS]**

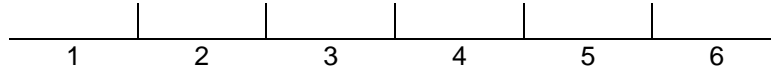
**[DISPLAY]**

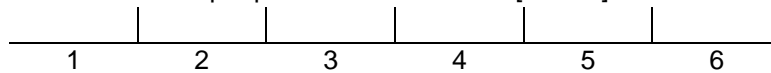
*Click and drag the square to a point on the scale that best reflects your opinion.*

Q17. How likely are you to look for more information about [DRUG]?  
Not at all likely  Extremely likely

Q18. If one of your {family members or close friends / patients} were considering using a prescription drug to help with moderate to severe chronic pain, how likely are you to mention [DRUG] to him/her?  
Not at all likely  Extremely likely



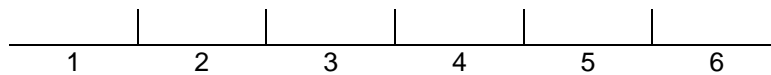
Q19. Would this website mislead people about the **effectiveness** of [DRUG]?  
No, definitely not  Yes, definitely

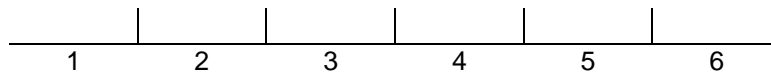
Q19b. Would this website mislead people about the **risks** of [DRUG]?  
No, definitely not  Yes, definitely

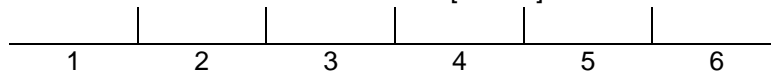
[-----New screen-----]


[SLIDERS]  
[DISPLAY]

*Click and drag the square to a point on the scale that best reflects how much you agree or disagree with each statement.*

Q20. I like the overall design of the website.  
Strongly disagree  Strongly agree

Q22. The information on the website was relevant to me.  
Strongly disagree  Strongly agree

Q23. The website tried to minimize the side effects of [DRUG].  
Strongly disagree  Strongly agree

Q24. How carefully did you read the [DRUG] website?  
I skimmed the website  I read the website carefully

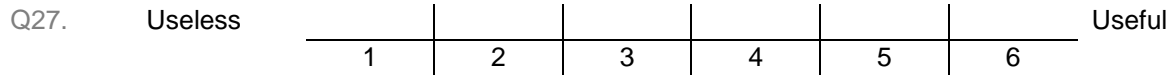
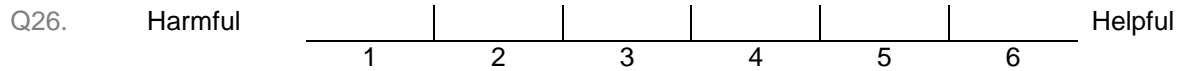
[-----New screen-----]

[SLIDERS; RANDOMIZE ITEM ORDER Q25 – Q27]  
[DISPLAY]

Please tell us how you feel about [DRUG].

*Click and drag the square to a point on the scale that best reflects your opinion of [DRUG].*

To me, [DRUG] is...  
Q25. A bad option  A good option



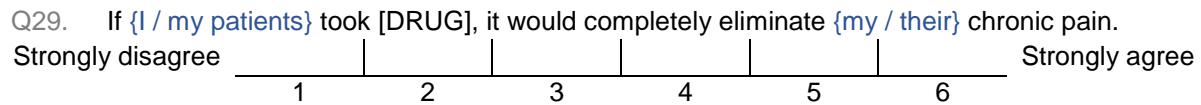
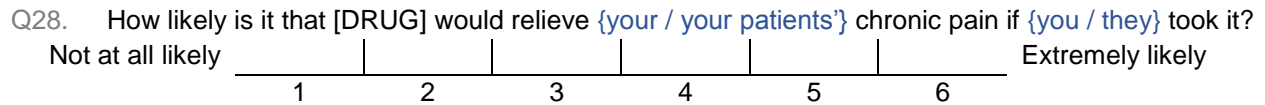
[-----New screen-----]

[SLIDERS]

[DISPLAY]

Click and drag the square to a point on the scale that best reflects your opinion.

[RANDOMIZE ORDER OF ITEMS Q28 – Q29]



[-----New screen-----]

[Consumer image]

[PROGRAMMER: Display website correspondent to the participant's experimental condition:

IF COHORT = 1 'Consumer' AND XCONDITION = 1 'None', DISPLAY IMAGE:

CID\_S1\_Cons\_1.pdf

IF COHORT = 1 'Consumer' AND XCONDITION = 2 'Few', DISPLAY IMAGE:

CID\_S1\_Cons\_2.pdf

IF COHORT = 1 'Consumer' AND XCONDITION = 3 'Many', DISPLAY IMAGE:

CID\_S1\_Cons\_3.pdf

]

[Provider image]

[PROGRAMMER: Display website correspondent to the participant's experimental condition:

IF COHORT = 2 'PCP' AND XCONDITION = 1 'None', DISPLAY IMAGE: CID\_S1\_PCP\_1.pdf

IF COHORT = 2 'PCP' AND XCONDITION = 2 'Few', DISPLAY IMAGE: CID\_S1\_PCP\_2.pdf

IF COHORT = 2 'PCP' AND XCONDITION = 3 'Many', DISPLAY IMAGE: CID\_S1\_PCP\_3.pdf

]

[HOT SPOT COLLECTOR: CATEGORY SELECTION W/PREDEFINED AREAS & VERBATIM]

[DISPLAY]

[DISPLAY]

Now we are going to show you the same website you saw at the start of the survey.

Click on any part of the website you think is inaccurate. If you do not think there is anything that is inaccurate, select "None" above the image.

**[PROGRAMMER: For each hot spot region clicked within the image, participant will be asked....]**

What makes this inaccurate?

[-----New screen-----]

**[MULTIPLE PUNCH]**

Q31. If you saw a website or ad for a prescription drug that you thought was misleading or dishonest, what would you do? *Select all that apply.*

- Q31\_1. I would not do anything.
- Q31\_2. I would contact the drug company.
- Q31\_3. I would contact the U.S. Food and Drug Administration (a federal government agency).
- Q31\_4. I would {tell my doctor or pharmacist / discuss it with my colleagues}.
- Q31\_5. I would talk to my family or friends.
- Q31\_6. I would post about it on social media.
- Q31\_8. I would discourage others from using the drug.
- Q31\_7. Other

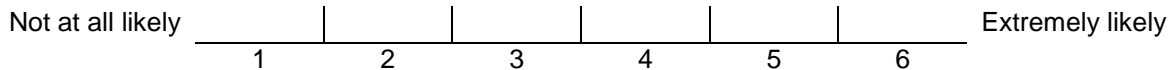
**[TEXTBOX]** Q31\_7\_Open. \_\_\_\_\_

**[PROGRAMMER: IF Q31\_7 = 1 'Selected', ENABLE TEXTBOX FOR Q31\_7\_Open]**

[-----New screen-----]

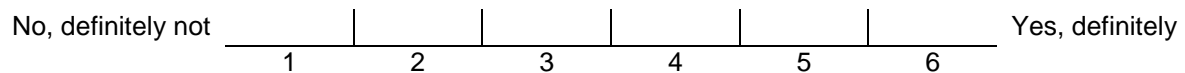
**[SLIDER]**

Q32. If there was a way to report misleading prescription drug websites or ads to the Food and Drug Administration (FDA) by sending an e-mail or calling a toll-free phone number, how likely would you be to report misleading material?



**[SLIDER]**

Q33. Thinking about the website that you saw, do you think it should be reported to the FDA as a potentially misleading website?



[-----New screen-----]

**[DISPLAY]**

The FDA's "Bad Ad" program is an outreach effort to educate healthcare providers about the role they can play in helping the FDA make sure that prescription drug ads and promotion are truthful and not misleading. The program is designed to help healthcare providers recognize misleading prescription drug promotion and provide them with an easy way to report misleading information to the FDA (via phone, 877-RX-DDMAC, or email, [BadAd@fda.gov](mailto:BadAd@fda.gov)).

**[SINGLE PUNCH]**

- Q34. Were you aware of this program?
- 1 Yes
  - 2 No
  - 998 Don't know/Not sure

**[SINGLE PUNCH]**

- Q35. Do you think the Bad Ad program should be expanded to consumers?
- 1 Yes
  - 2 No
  - 998 Don't know/Not sure

[-----New screen-----]

**[NUMERICAL FIELD; SET RANGE 0 – 10]**

- Q36. Rate your current knowledge about prescription drugs that treat chronic pain on a scale of 0 to 10, where 0 means knowing nothing and 10 means knowing everything you could possibly know about the topic. \_\_\_\_\_

**[PROGRAMMER: IF COHORT = 1 'CONSUMER', SKIP Q36b, GO TO Q37]**

- Q36b. Approximately what proportion of your current patients do you treat for chronic pain?
- 1 None or very few
  - 2 A small proportion
  - 3 About one-half
  - 4 A large proportion
  - 5 Everyone or almost everyone

[-----New screen-----]

**[DISPLAY]**

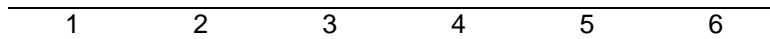
We are now done asking you about the website that you looked at today.

We would like to ask you about your personal views on **{prescription drug websites / physician-targeted prescription drug websites}** in general. These are statements other people have made about prescription drug websites.

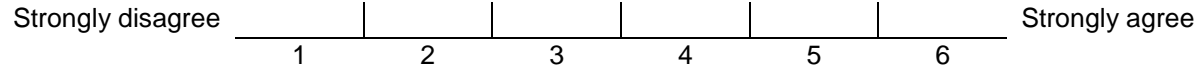
*Click and drag the square to a point on the scale that best reflects how much you agree or disagree with each statement.*

**[SLIDERS; RANDOMIZE ORDER OF ITEMS Q37 – Q39e]**

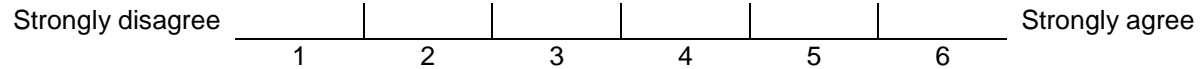
- Q37. Prescription drug websites are a reliable source of information about the quality and performance of medications.
- Strongly disagree \_\_\_\_\_ Strongly agree



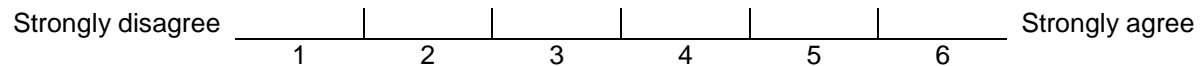
Q38. I feel I've been accurately informed after seeing most prescription drug websites.



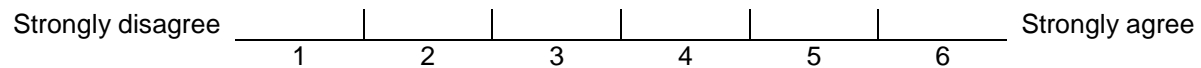
Q39. In general, prescription drug websites present a true picture of the drug being advertised.



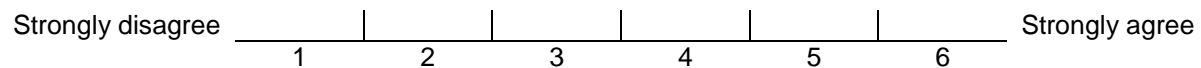
Q39a. We can depend on getting the truth in most prescription drug websites.



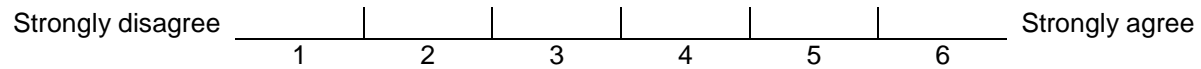
Q39b. Prescription drug website's aim is to inform {consumers / providers}.



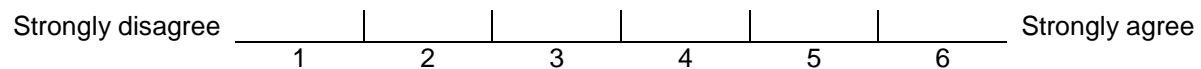
Q39c. Prescription drug websites are informative.



Q39d. Most prescription drug websites provide {consumers / providers} with essential information.



Q39e. It bothers me when prescription drug websites make a drug seem better than it really is.



[-----New screen-----]

Q39f. FDA must approve prescription drug websites before they appear online.

- 1 True
- 2 False
- 3 Don't know

[-----New screen-----]

[PROGRAMMER: IF COHORT = 2 'PCP', SKIP Q39g, GO TO 'Q40\_P']

Q39g. In what situations, would you consider taking prescription drugs?

- 1 I would never take them
- 2 I would take them only for serious health conditions
- 3 I would take them for moderate and serious health conditions
- 4 I would take them for most health conditions, including minor problems

[PROGRAMMER: IF COHORT = 1 'Consumer', SKIP Q40\_P – Q42\_P, GO TO 'CONSUMER DEBRIEF SCREEN']

[-----New screen-----]

[ASK Q40\_P – Q42\_P IF COHORT = 2 'PCP']

[NUMERICAL FIELD]

Q40\_P. Since completing your residency, how many years have you been a healthcare provider?  
\_\_\_\_\_ years

[SINGLE PUNCH]

Q41\_P. Have you received any *formal* training regarding pharmaceutical marketing (e.g., lectures, presentations, classes, or computerized training)?

- 1 Yes
- 2 No
- 3 Don't remember

[SINGLE PUNCH]

Q42\_P. Have you received any *informal* training regarding pharmaceutical marketing (e.g., instructions from a mentor regarding how to address direct-to-consumer advertising questions from a patient)?

- 1 Yes
- 2 No
- 3 Don't remember

[PROGRAMMER: IF COHORT = 2 'PCP', GO TO 'PROVIDER DEBRIEF SCREEN']

[-----New screen-----]

[CONSUMER DEBRIEF SCREEN]

[DISPLAY IF COHORT = 1 'Consumer']

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

The purpose of this study is to see whether consumers can identify false or misleading prescription drug promotion and how likely consumers are to report such information to regulatory authorities, such as the FDA. **[DRUG] is a fake drug and is not a product currently for sale.** Please see your healthcare professional for questions about your health and your medical conditions.

[PROVIDER DEBRIEF SCREEN]

[DISPLAY IF COHORT = 2 'PCP']

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

The purpose of this study is to see whether healthcare providers can identify false or misleading prescription drug information and how likely providers are to report such information to regulatory authorities. **[DRUG] is a fictitious drug and is not a product currently for sale.**