

## APPENDIX B

### Questionnaire

## PROGRAMMING NOTES:

### Overall

- All questions should be programmed onto a new page/screen. Other page/screen breaks (e.g., for instruction text) are noted throughout as applicable.
- Program progresses through the questioning in a “one-way” manner; participants should not be able to return to questions after they have answered them.
- Refused=-99; Valid Skip=-100
- Include one additional variable in the data set not shown in this document:

Respondent\_ID (a unique identifier).

### [INFORMED CONSENT HERE]

**Question Type:** Single Punch

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

**Variable Label: Consent.** If you have read the previous screen and agree to participate, please click Yes. If not, click No.

| Value | Value Label   |
|-------|---|
| 01    | Yes, I agree to participate. [Go to 'Randomization']            |
| 02    | No, I do not agree to participate. [TERMINATE, show End Screen] |
| -99   | Refused   |

**[IF CONSENT = 1 'Yes', GO TO 'Randomization' All others, TERMINATE and show REFUSAL END SCREEN]**

### [REFUSAL END SCREEN]

Thank you for taking the time to answer our questions today.

## [INSTRUCTIONS]

The following study describes research on a drug product. Please read the study and then answer the questions related to the drug product. These questions will relate to the study and its impact on your prescribing practices.

For this task, please assume that:

- This study description was **published in a medical journal/presented in a promotional piece, like a sales aid**.
- The drug is fully covered by your patient's insurance; assume cost is not a factor.
- **TIME PRESSURE VARIABLE:** You will have **[x seconds]** to review the study description before answering questions and will not be allowed to return to the study description. / You will have **[as much time as you need]** to review the study description before answering questions and will not be allowed to return to the study description.

Note: The 'Continue' button will be functional after you have reviewed the instructions for at least 15 seconds.

[SHOW INSTRUCTIONS FOR 15 SECONDS BEFORE MAKING 'Continue' BUTTON ACTIVE]

[Next Screen]

[Abstract stimulus here]

[SHOW STIMULUS FOR 30 SECONDS BEFORE MAKING 'Continue' BUTTON ACTIVE]

Note: The 'continue' button will be functional after you have reviewed the screen for at least 30 seconds.

[PROGRAMMER: TIME PRESSURE VARIABLE ABOVE: FOR THOSE IN TIME PRESSURE CONDITION, LIMIT TIME ON STIMULUS TO 2 MINUTES (NOTE: time to be reevaluated after pretesting). FOR OTHERS, ALLOW UNLIMITED TIME REVIEWING STIMULUS. NO PARTICIPANTS MAY BE PERMITTED TO RETURN TO THE STIMULUS AFTER CLICKING 'Continue']

[IF TIME RUNS OUT FOR TIME PRESSURE PARTICIPANTS, PLEASE CHANGE THE SCREEN TO THIS MESSAGE: "The time to read this study description is up. Please click 'Continue' to answer questions about what you read."]

[Next Screen]

**Question Type:** Single Punch

**Recall.** Based on the study you reviewed, what is Glutaraz used as a treatment for?

**Variable Label:** Recall: Based on the study you reviewed, what is Glutaraz used as a treatment for?

| Value | Value Label   |
|-------|---------------|
| 01    | Asthma        |
| 02    | Diabetes      |
| 03    | Stroke        |
| 04    | Arthritis     |
| 05    | None of these |

**Question Type:** Single Punch

**Prescribe.** A 60 year old male patient comes to your office with a history of Type 2 diabetes and coronary heart disease (noted on previous coronary catheterization). He has hemoglobin A1c of 8.5% and HDL level of 35 mg/dL despite maximal tolerated treatment with metformin and a sulfonylurea. How likely would you be to prescribe Glutaraz?

**Variable Label:** Prescribe: How likely would you be to prescribe Glutaraz?

| Value | Value Label                               |
|-------|---|
| 01    | Very unlikely to prescribe                |
| 02    |   |
| 03    |   |
| 04    | Completely unsure whether would prescribe |
| 05    |   |
| 06    |   |
| 07    | Very likely to prescribe                  |
| -99   | Refused                                   |

**Question Type:** Single Punch

**Confidence.** How confident are you in the validity of the conclusion that the study authors draw about Glutaraz?

**Variable Label:** Confidence: How confident are you in the validity of the conclusion that the study authors draw about Glutaraz?

| Value | Value Label          |
|-------|----------------------|
| 01    | Not at all confident |
| 02    |                      |
| 03    |                      |
| 04    | Unsure               |
| 05    |                      |
| 06    |                      |
| 07    | Very confident       |
| -99   | Refused              |

**Question Type:** Single Punch

**Rigor.** Rate the overall rigor of the study methodology.

**Variable Label:** Rigor: Rate the overall rigor of the study methodology.

| <b>Value</b> | <b>Value Label</b>  |
|--------------|---------------------|
| 01           | Not at all rigorous |
| 02           |                     |
| 03           |                     |
| 04           | Unsure              |
| 05           |                     |
| 06           |                     |
| 07           | Very rigorous       |
| -99          | Refused             |

**Question Type:** Single Punch

**Importance.** Rate the importance of the study.

**Variable Label:** Importance: Rate the importance of the study.

| <b>Value</b> | <b>Value Label</b>   |
|--------------|----------------------|
| 01           | Not at all important |
| 02           |                      |
| 03           |                      |
| 04           | Unsure               |
| 05           |                      |
| 06           |                      |
| 07           | Very important       |
| -99          | Refused              |

**Question Type:** Single Punch

**Interest.** Are you interested in reading more details of the study?

**Variable Label:** Interest: Are you interested in the reading more details of the study?

| Value | Value Label           |
|-------|-----------------------|
| 01    | Not at all interested |
| 02    |                       |
| 03    |                       |
| 04    | Unsure                |
| 05    |                       |
| 06    |                       |
| 07    | Very interested       |
| -99   | Refused               |

**Question Type:** Single Punch

**Caution.** To what extent do you agree or disagree with the following statement:

The data you saw in the study should be interpreted cautiously.

**Variable Label:** Caution: The data you saw in the study should be interpreted cautiously.

| Value | Value Label         |
|-------|---------------------|
| 01    | Completely disagree |
| 02    | Disagree            |
| 03    | Somewhat disagree   |
| 04    | Somewhat agree      |
| 05    | Agree               |
| 06    | Completely agree    |
| -99   | Refused             |

**[Present "Caution\_open" on same page as "Caution" item]**

**Question Type:** Open End Text

**Caution\_open.** Please explain why you [pipe in answer; bold answer] with this statement.

**Variable Label:** Caution\_open. Explain answer?

| Value | Value Label |
|-------|-------------|
| -99   | Refused     |

**Question Type:** Multi Punch

**Action.** If you wanted to get more information about the drug you saw, which of the following would you do? You may choose more than one.

**Variable Label:** Action: If you wanted to get more information about the drug you saw, which of the following would you do? You may choose more than one.

| Value | Value Label                                   |
|-------|---|
| 01    | Talk to colleagues                            |
| 02    | Seek more information from manufacturer       |
| 03    | Seek out more publications about this product |
| 04    | Something else [SPECIFY] _____                |
| 05    | Do nothing                                    |
| -99   | Refused                                       |

**[IF PARTICIPANT SELECTS 05 “Do nothing,” MAKE OTHER OPTIONS UNAVAILABLE TO SELECT]**

**[FOR 04: PIPE IN TYPE OF SOURCE PARTICIPANT SAW]**

**Question Type:** Single Punch

**Decisions.** Which one of the following statements best summarizes how you feel about the data you saw?

**Variable Label:** Decisions: Which one of the following statements best summarizes how you feel about the data you saw?

| Value | Value Label  |
|-------|--|
| 01    | I would not use this data when making prescribing decisions. |
| 02    | I would consider the data when making prescribing decisions. |
| 03    | I would change my prescribing decisions based on the data.   |
| -99   | Refused  |

**Question Type:** Single Punch



**Credible.** How credible are the data you saw?

**Variable Label:** Credible: How credible are the data you saw?

| Value | Value Label         |
|-------|---------------------|
| 01    | Not at all credible |
| 02    | Somewhat credible   |
| 03    | Moderately credible |
| 04    | Very credible       |
| 05    | Extremely credible  |
| -99   | Refused             |

**Question Type:** Single Punch

**Bias.** How unbiased or biased is the study you saw?

**Variable Label:** Bias: How biased is the study you saw?

| Value | Value Label                 |
|-------|-----------------------------|
| 01    | Very unbiased               |
| 02    | Somewhat unbiased           |
| 03    | Neither unbiased nor biased |
| 04    | Somewhat biased             |
| 05    | Very biased                 |
| -99   | Refused                     |

**Question Type:** Open End Text

**Explainbias.** Please explain why you chose [pipe in answer] on this question.

**Variable Label:** Explainbias. Why did you choose [pipe in answer]?

| Value | Value Label |
|-------|-------------|
| -99   | Refused     |

**Question Type:** Single Punch

**Clinbenefit.** To what extent do you agree or disagree with the following statement: It is clear how the data translate into clinical

benefit.

**Variable Label:** Clinbenefit: It is clear how the data translate into clinical benefit.

| <b>Value</b> | <b>Value Label</b>  |
|--------------|---------------------|
| 01           | Completely disagree |
| 02           | Disagree            |
| 03           | Somewhat disagree   |
| 04           | Somewhat agree      |
| 05           | Agree               |
| 06           | Completely agree    |
| -99          | Refused             |

[Counterbalance such that a random half of participants are presented “benefit”, “effectiveness”, and “riskbenefit” items BEFORE “risklikely”, “riskmagnitude”, and “riskduration” items]

**Question Type:** Single Punch

**Benefit.** How likely do you think it is that a patient would benefit if s/he took Glutaraz?

**Variable Label:** Benefit: How likely do you think it is that a patient would benefit if s/he took Glutaraz?

| <b>Value</b> | <b>Value Label</b> |
|--------------|--------------------|
| 01           | Extremely unlikely |
| 02           | Very unlikely      |
| 03           | Somewhat unlikely  |
| 04           | Somewhat likely    |
| 05           | Very likely        |
| 06           | Extremely likely   |
| -99          | Refused            |

**Question Type:** Single Punch

**Effectiveness.** How effective is Glutaraz in helping with diabetes?

**Variable Label:** Effectiveness: How effective is Glutaraz in helping with diabetes?

| <b>Value</b> | <b>Value Label</b>    |
|--------------|-----------------------|
| 01           | Extremely ineffective |
| 02           | Very ineffective      |
| 03           | Somewhat ineffective  |
| 04           | Somewhat effective    |
| 05           | Very effective        |
| 06           | Extremely effective   |
| -99          | Refused               |

**Question Type:** Single Punch

**Riskbenefit.** To what extent do you agree or disagree with the following statement: Based on my impression of the data, the benefits of Glutaraz are worth the possible side effects.

**Variable Label:** Riskbenefit: The benefits of Glutaraz are worth the possible side effects.

| <b>Value</b> | <b>Value Label</b>  |
|--------------|---------------------|
| 01           | Completely disagree |
| 02           | Disagree            |
| 03           | Somewhat disagree   |
| 04           | Somewhat agree      |
| 05           | Agree               |
| 06           | Completely agree    |
| -99          | Refused             |

**Question Type:** Single Punch

**Risklikely.** Based on your impression of the data, how likely do you think it is that a patient would experience at least one side effect if s/he took Glutaraz?

**Variable Label:** Risklikely: How likely do you think it is that a patient would experience at least one side effect if s/he took Glutaraz?

| <b>Value</b> | <b>Value Label</b> |
|--------------|--------------------|
| 01           | Extremely unlikely |
| 02           | Very unlikely      |
| 03           | Somewhat unlikely  |
| 04           | Somewhat likely    |
| 05           | Very likely        |
| 06           | Extremely likely   |
| -99          | Refused            |

**Question Type:** Single Punch

**Riskmagnitude.** Based on your impression of the data, how serious are Glutaraz's side effects?

**Variable Label:** Riskmagnitude: How serious are Glutaraz's side effects?

| <b>Value</b> | <b>Value Label</b> |
|--------------|--------------------|
| 01           | Not at all serious |
| 02           | Somewhat serious   |
| 03           | Moderately serious |
| 04           | Very serious       |
| 05           | Extremely serious  |
| -99          | Refused            |

### **[GENERAL QUESTIONS]**

**Question Type:** Single Punch

**Mancheckpub.** The study you read was:

**Variable Label:** Mancheckpub: The study you read was:

| <b>Value</b> | <b>Value Label</b>         |
|--------------|----------------------------|
| 01           | In a promotional piece     |
| 02           | Not in a promotional piece |
| -98          | Don't know                 |
| -99          | Refused                    |

**Question Type:** Single Punch

**Manchecktime.** To what extent did you perceive time pressure while reviewing the data?

**Variable Label:** Manchecktime: To what extent did you perceive time pressure while reviewing the data?

| Value | Value Label               |
|-------|---------------------------|
| 01    | No time pressure          |
| 02    |                           |
| 03    |                           |
| 04    |                           |
| 05    | Very strong time pressure |
| -98   | Don't know                |
| -99   | Refused                   |

**Question Type:** Open End Text

**Approvalopen.** What does FDA approval mean to you?

**Variable Label:** Approvalopen: What does FDA approval mean to you?

| Value | Value Label |
|-------|-------------|
| -99   | Refused     |

**Question Type:** Multiple Punch

**Unapproved.** In which of the following outlets have you encountered information about unapproved drugs? [list possible outlets, multiple responses permitted]:

**Variable Label:** Unapproved: In which of the following outlets have you encountered information about unapproved drugs? [list possible outlets, multiple responses permitted]:

| Val | Value Label |
|-----|-------------|
|-----|-------------|

|           |   |
|-----------|---|
| <b>ue</b> |   |
| 01        | Journal advertisements  |
| 02        | Sales aids with product information from pharmaceutical sales representatives   |
| 03        | Commercial drug websites (e.g., lipitor.com)  |
| 04        | Sponsored conference sessions   |
| 05        | Direct-to-consumer advertising (e.g., television advertisements)  |
| 06        | Dinner talks sponsored by pharmaceutical companies  |
| 07        | Key experts in the field presenting at conferences  |
| 08        | Colleagues/peers  |
| 09        | Online communities of healthcare providers  |
| 10        | Medical reference websites for professionals (e.g., Epocrates, Prescribers' Digital Reference [PDR], UpToDate, or Clinical Key) |
| 11        | Medical reference websites for consumers (e.g., WebMD)  |
| 12        | Peer-reviewed medical journal publication   |
| 13        | CME   |
| 14        | I have never encountered information about unapproved drugs   |
| 15        | Other [SPECIFY] _____   |
| 99        | Refused   |

**Question Type:** Open End Numerical

**Readfreq.** Over the course of a week, about how many medical journal abstracts do read describing trials related to prescription drugs?

**Variable Label:** Readfreq: Over the course of a week, about how many medical journal abstracts have you read describing trials related to prescription drugs?

Journal abstracts

| <b>Value</b> | <b>Value Label</b> |
|--------------|--------------------|
| -99          | Refused            |

[RANGE: 0 to 250] [Show "Please provide a number" if incorrect value is entered]

**Question Type:** Open End

**PromoPiece.** What does the term "promotional pieces" mean to you?

**Variable Label:** PromoPiece: What does the term “promotional pieces” mean to you?

| Value | Value Label |
|-------|-------------|
| -99   | Refused     |

**Question Type:** Open End Numerical

**Readsale.** Over the course of a week, about how many promotional pieces do you read describing trials related to prescription drugs?

**Variable Label:** Readsale: Over the course of a week, about how many promotional pieces have you read describing trials related to prescription drugs?

 Promotional pieces

| Value | Value Label |
|-------|-------------|
| -99   | Refused     |

[RANGE: 0 to 250] [Show “Please provide a number” if incorrect value is entered]

**Question Type:** Single Punch

**Usualtime.** How much time do you typically spend reading materials of the type you saw today?

**Variable Label:** Usualtime. How much time do you typically spend reading materials of the type you saw today?

| Value | Value Label        |
|-------|--------------------|
| 01    | Less than a minute |
| 02    | 1 to 5 minutes     |

|     |                                       |
|-----|---------------------------------------|
| 03  | 6 to 10 minutes                       |
| 04  | 10 to 30 minutes                      |
| 05  | More than 30 minutes                  |
| 06  | Other: Please specify ____ [Open-end] |
| -99 | Refused                               |

**Question Type:** Open End Numerical

**Salesrep.** How many drug sales representatives do you speak with in a typical week?

**Variable Label:** Salesrep: How many drug sales representatives do you speak with in a typical week?

Drug sales representatives

| Value | Value Label |
|-------|-------------|
| -99   | Refused     |

[RANGE: 0 to 250] [Show "Please provide a number" if incorrect value is entered]

**[SCRIPT]**

We now have just a few more questions about your background and professional experience.

**Question Type:** Open End Numerical

**Years.** Since you received your license to treat patients, how many years have you been practicing in your primary specialty?

**Variable Label:** Years: Since you received your license to treat patients, how many years have you been practicing in your primary specialty?

years



| Value | Value Label |
|-------|-------------|
| -99   | Refused     |

[RANGE: 0 to 80] [Show "Please provide a number" if incorrect value is entered]

**Question Type:** Multiple Punch

**Setting.** In the past 12 months, in which of the following practice settings have you seen patients for treatment or evaluation? *Select all that apply.*

**Variable Label:** Setting: In the past 12 months, in which of the following practice settings have you seen patients for treatment or evaluation?

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

| Value | Value Label   |
|-------|---|
| 01    | Academic medical center or medical school           |
| 02    | Medical center not affiliated with a medical school |
| 03    | Community hospital                                  |
| 04    | Office-based practice                               |
| 05    | HMO or integrated health care system                |
| 06    | Other: Please specify ____ [Open-end]               |
| -99   | Refused   |

**Question Type:** Single Punch

**TrustPromo.** In general, how credible do you find prescription drug promotional pieces designed for health care providers?

**Variable Label:** TrustPromo: In general, how credible do you find prescription drug promotional pieces designed for health care providers?

| Value | Value Label         |
|-------|---------------------|
| 01    | Not at all credible |
| 02    | Somewhat credible   |
| 03    | Moderately credible |
| 04    | Very credible       |
| 05    | Extremely credible  |
| -99   | Refused             |

[Next Screen]

**Question Type:** Single Punch

**TrustJournal.** In general, how credible do you find prescription drug information in journal articles?

**Variable Label:** TrustJournal: In general, how credible do you find prescription drug information in journal articles?

| <b>Value</b> | <b>Value Label</b>  |
|--------------|---------------------|
| 01           | Not at all credible |
| 02           | Somewhat credible   |
| 03           | Moderately credible |
| 04           | Very credible       |
| 05           | Extremely credible  |
| -99          | Refused             |

[Next Screen]

**Question Type:** Single Punch

**ResultsInterpretation.** How comfortable do you feel interpreting results from clinical drug trials?

**Variable Label.** ResultsInterpretation: How comfortable do you feel interpreting results from clinical drug trials?

| <b>Value</b> | <b>Value Label</b>     |
|--------------|------------------------|
| 01           | Not at all comfortable |
| 02           | Somewhat comfortable   |
| 03           | Moderately comfortable |
| 04           | Very comfortable       |
| 05           | Extremely comfortable  |
| -99          | Refused                |

[Next Screen]

**Question Type.** Open-End Text

**InterpretationTraining.** What type of formal training, if any, do you have on interpreting this type of data? This may have been in medical school or after (e.g., class, on-the-job training).

**Variable Label.** InterpretationTraining: What type of formal training, if any, do you have on interpreting this type of data?

|     |         |
|-----|---------|
| -99 | Refused |
|-----|---------|

[Next Screen]

**Question Type:** Single Punch

**Rxvolume.** Over the course of a week, about how many prescriptions do you issue?

**Variable Label:** Rxvolume: Over the course of a week, about how many prescriptions do you issue?

| Value | Value Label            |
|-------|------------------------|
| 01    | Less than 50 per week  |
| 02    | 50 to 99 per week      |
| 03    | 100 to 149 per week    |
| 04    | More than 150 per week |
| -99   | Refused                |

[Next Screen]

**Question Type:** Single Punch

**Gender.** What is your gender?

**Variable Label:** Gender: What is your gender?

| Value | Value Label |
|-------|-------------|
|-------|-------------|

|     |         |
|-----|---------|
| 01  | Male    |
| 02  | Female  |
| -99 | Refused |

[Next Screen]

**Question Type:** Single Punch

**Ethnicity.** Which of these best describes your ethnicity?

**Variable Label:** Ethnicity: Which of these best describes your ethnicity?

| Value | Value Label            |
|-------|------------------------|
| 01    | Hispanic or Latino     |
| 02    | Not Hispanic of Latino |
| -99   | Refused                |

**Question Type:** Multiple Punch

**Race.** Which of these best describes your race? *Select all that apply.*

**Variable Label:** Race: Which of these best describes your race?

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

| Value | Value Label   |
|-------|---|
| 01    | American Indian or Alaska Native                        |
| 02    | Asian   |
| 03    | Black or African American                               |
| 04    | Native Hawaiian or other Pacific Islander               |
| 05    | White   |
| 06    | Other: Please specify ____<br>[Open-end]                |
| 07    | Prefer not to answer [If selected, no other options can |

|     |              |
|-----|--------------|
|     | be selected] |
| -99 | Refused      |

**Question Type:** Multiple Punch

**Doctorate.** Please select any other doctoral degrees you hold. *Select all that apply.*

**Variable Label:** Doctorate: Please select any other doctoral degrees you hold.

| Value | Value Label  |
|-------|--|
| 01    | D.N.Sc.  |
| 02    | D.P.H.   |
| 03    | D.Sc.  |
| 04    | Ed.D.  |
| 05    | J.D.   |
| 06    | Ph.D.  |
| 07    | Other: Please specify ____<br>[Open-end]             |
| 08    | None [If selected, no other options can be selected] |
| -99   | Refused  |

**Question Type:** Open End Numerical

**Zipcode.** What is the ZIP code for your primary practice?

**Variable Label:** Zipcode: What is the ZIP code for your primary practice?

| Value | Value Label |
|-------|-------------|
| -99   | Refused     |

[ALLOW 5-DIGIT ZIP] [Display "Please enter a five digit zip code" if incorrect value is entered]

[Next Screen]

**[DEBRIEF]**

Your responses have been very helpful. Thank you very much for taking part in this survey! The drug described in this survey is hypothetical and for research purposes only. No such drug exists, nor was this study conducted.

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