0910-0847
Data to Support Social and Behavioral Research as Used by FDA
Summary of Survey Conducted

FDA's Center for Drug Evaluation and Research, along with the Office of Economics and Analysis in the Office of the Commissioner, needed to use the Data to Support Social and Behavioral Research as Used by FDA to estimate the value to patients of standardizing the written information they receive with their medications. The title of this survey is "Stated Preference Survey of Willingness to Pay for Prescription Medication Information."

What was the problem to be investigated? When patients fill a prescription at a pharmacy, they are usually given written information about their medication. FDA has long recognized the importance of providing patients with written information about their medications. Studies have suggested that such information may help patients use prescription drug products safely and effectively and may potentially reduce preventable adverse drug reactions and improve health outcomes. However, the information that patients currently receive with their medications is often lacking in key measures. The information is frequently duplicative, incomplete, conflicting, or difficult to read and understand and is not sufficient to meet the needs of patients. In addition, different pharmacies or pharmacy chains provide this information in different formats.

Research has evaluated patient preferences for the information they receive with their prescription medication. This research has found that patients prefer to receive their information in a standardized format over the various unstandardized formats that are currently provided. However, there is limited evidence on how much patients would value prescription medication information in a standardized format. It is also difficult to conduct long-term outcome studies on behavioral changes attributable to standardized formatting of such information. The results from this survey will help to fill that gap by providing quantitative data on patient preferences for information.

The method used to obtain the convenience sample. The survey will be administered, on a voluntary basis, to a nationally representative sample of adults in the U.S., covering both genders and all geographic areas, age groups, income levels, and levels of educational attainment.

We have contracted with Ipsos Public Affairs, LLC (Ipsos) to administer the survey to a nationally representative sample of members of their KnowledgePanel. KnowledgePanel is the largest online panel that is representative of the U.S. population, which is constructed using probability-based sampling techniques by relying on the latest version of the Delivery Sequence File from the USPS.

Burden imposed. FDA and Ipsos estimate that the survey will take 10 minutes to complete. The total burden for this collection of information is estimated to take 838 hours (5030 respondents x 10/60 hours).