FDA Medical Conference Attendee Study

Survey Questionnaire

[Introduction]

Thank you for agreeing to participate in this study today. This study is about medical conferences. By medical conferences, we mean conferences for clinicians, scientists, researchers, and other professionals who work in the field of medicine.

We will show you a video of a new product being promoted at a medical conference and then ask you some questions about it. We will also ask you some questions about your experiences at medical conferences. The survey will take about 20 minutes to complete.

Make sure you are comfortable and can read the screen clearly. The survey will include a video, so please make sure the sound on your device is active and the volume is turned up.

Section 1. Sample Exhibit Hall Interaction

Mana alala 4a 4b a 4b a 2

Now we'd like you to watch a short video (2 minutes) about an interaction at a medical conference exhibit hall. Imagine that you are visiting this exhibit hall promotional booth at a recent conference and having this interaction with the person staffing the booth.

Following the video, please click the Continue button to answer some questions about the video. Please note that the video may take 15-30 seconds to start playing.

[DISPLAY ASSIGNED VIDEO] [SUPPRESS "CONTINUE" BUTTON UNTIL VIDEO FINISHES PLAYING]

Now, we would like you to answer the following questions based on the video you watched.

[Stimuli Exposure]

Ι.	vvere y	ou able to view the video:
		Yes
		No → Terminate
		Not sure → Terminate
-	The vid	posure - Audio] leo included both audio and subtitles. Did you listen to the audio? Yes, listened to audio No, read subtitles only

[Perceived Source Credibility, Expertise, Attractiveness, Likeability, Familiarity, and Communication Skills]

3. Please think about the person staffing the promotional booth in the video and answer the following questions. The staff person was...

	[Randomize order]	1	2	3	4	5	6	
a.	Insincere							Sincere
b.	Untrustworthy							Trustworthy
c.	Not an expert							Expert
d.	Inexperienced							Experienced
e.	Unfriendly							Friendly
f.	Pushy							Not pushy
g.	Poor communicator							Good communicator

[Perceived Source Expertise]

4. Please think about the person staffing the promotional booth in the video and rate their expertise on the following dimensions.

[Rand	domize order]	1 Very little expertise	2	3	4	5 Great deal of expertise
	Product expertise (i.e., knowledgeable about products produced by their organization)					
l	Medical expertise (i.e., knowledgeable about linical practice)					

[Source Credential Recall]

☐ No degree / Unknown

5.	Which	of the following credentials did the promotional booth staff member have?
		Medical degree (e.g., MD, RN)
		Research degree (e.g., PhD)
		Law degree (e.g., JD)
		Business degree (e.g., MBA)
		Other health-related degree (e.g., nutrition)

The video included information about [drug name]. Please answer the following questions based on the information in the video.

-	rceived Risk - Mag	_	s sido o	ffocts?						
ο.	1 Not at all serious	2	s side e	3		4		5		6 Extremely serious
_										
7.	_		it woul	_	ly help	_	edical co] a lot.	,
	=	2		3		4		5	ς	
	disagree								3	tiongly agree
ĺΡe	rceived Efficacy – C	Comparative	1							
_			_	ther pres	cription	drugs th	at treat	[medic	al cond	lition].
	1	2		3	-	4		5		6
	Strongly									Strongly
	disagree									agree
_		-		• .• .				10.0	,	
9.	_		er presc		rugs tha		medical		on].	4
	=	2		3		4		Э		
	O ,									
_	_	-	ıt [drug	name].						
	[Randomize	order]	1	2	3	4	5	6		
	a. Bad option								Good	option
	b. Harmful								Helpfu	ul
	c. Useless								Usefu	l
_	How likely would the video?	you be to pr	escribe		ıme] to a	•	: based o	-	the info	
		2		3		4		5		
	likely									likely
-	How serious are [drug name]'s side effects? 1 2 3 4 5 6 Not at all serious erceived Efficacy - Magnitude] If a patient took [drug name], it would probably help their [medical condition] a lot. 1 2 3 4 5 6 Strongly disagree erceived Efficacy - Comparative] [Drug name] is more effective than other prescription drugs that treat [medical condition]. 1 2 3 4 5 6 Strongly disagree erceived Efficacy - Comparative] [Drug name] is more effective than other prescription drugs that treat [medical condition]. 1 2 3 4 5 6 Strongly disagree erceived Risk - Comparative] [Drug name] is safer than other prescription drugs that treat [medical condition]. 1 2 3 4 5 6 Strongly disagree erceived Risk - Comparative] [Drug name] is safer than other prescription drugs that treat [medical condition]. 1 2 3 4 5 6 Strongly disagree ertitude toward Drug] D. Please rate how you feel about [drug name]. [Randomize order] 1 2 3 4 5 6 B. Harmful									
	[Randomize order	rı						In the	е	Not In the

		Video	video
a.	In clinical studies, patients retrospectively reported nausea and vomiting severity following initiation of treatment.		
b.	Nomestra should be given 30 minutes before the patient will be at high risk for nausea, then every 8 hours after that for up to 7 days.		
c.	In clinical studies, more than 50% of participants concurrently used a standard of care medication (dexamethasone) in addition to the investigational agent or placebo.		
d.	Nomestra is contraindicated in individuals with end-stage renal disease.		

[Disclosure Perception - Perceived Clinical Importance]

13. How important would this statement be if you were deciding whether [drug name] is a good option for your patients?

"In clinical studies, patients retrospectively reported nausea and vomiting severity following initiation of treatment."

1 2 3 4 5 6
Not at all Extremely important important

[Disclosure Interpretation]

13-A. Imagine you wanted to explain to a friend or family member what the statement displayed below means. Please explain the statement in your own words.

"In clinical studies, patients retrospectively reported nausea and vomiting severity following initiation of treatment."

[Open-ended text format]

Section 2. Recent Conference Behaviors

The next set of questions asks about the [conference name] that you recently attended.

[Recent Conference - Attendance Mode]

14.	Wr	nat	mod	le d	id	you	ı use	to	at	ten	d 1	thi	S	year	'S	[con	tere	ence	nai	nej	?	PΙ	ease	se	lect	al	Ιt	hat	app	ly.
-----	----	-----	-----	------	----	-----	-------	----	----	-----	-----	-----	---	------	----	------	------	------	-----	-----	---	----	------	----	------	----	----	-----	-----	-----

In-person attendanceVideo attendance

■ Phone attendance

■ Other (please specify)

[Recent Conference - Level of Engagement]

Research authorized by Section 1701(a)(4) of the Public Health Service Act (42 U.S.C. 300u(a)(4)).

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engagem A A A	your level of engagement in this year's [conference name] compare with your level of ent in previous years? ttended more sessions than previous years ttended the same number of sessions as previous years ttended fewer sessions than previous years his was my first year attending this conference
16. [If selected	erence - Virtual Exhibit Hall Presence] ed "Video," "Phone," or "Other" for Q14] You indicated that you attended some portion rence name] by video, phone, or another virtual method.
opportun □ Y □ N	
[Display Q17,	Q17-A, and Q17-B on same screen]
17. [If selected	erence – Virtual Exhibit Hall Description] ed "Yes" for Q16] Please answer the following questions about the exhibit hall or setting tual attendees were able to interact with industry representatives. Be as specific as
representativ	ted "Yes" for Q16] When were virtual attendees able to interact with industry res (e.g., between sessions, during social hours)? n-ended text format]
representativ	tted "Yes" for Q16] What interface did virtual attendees use to interact with industry res (e.g., video chat, special software)? n-ended text format]
18. How did y this year'	erence - Level of Engagement with Industry Representatives] your level of engagement with industry representatives outside of conference sessions at s [conference name] compare with your level of engagement in previous years? More interaction than previous years imilar interaction as previous years ess interaction than previous years his was my first year attending this conference

[Recent Conference Activity Attendance]

19. Which of the following activities did you attend at	[conference name]? Please select all that apply.
---	--

[Rai	ndomize order]	Attended	Did Not Attend
a.	Symposia / Oral sessions		
b.	Workshops		
c.	Poster sessions		
d.	Social events		
e.	Business/section meeting		
f.	Promotional booths in exhibit hall		

[Recent Conference Drug Presentations]

20. Below are the activities you attended at [conference name]. During which of these activities were existing or emerging prescription treatments mentioned?

[Programming note: Show only activities selected in Q19]

[Rai	ndomize order]	Discussed	Not Discussed				
a.	Symposia / Oral sessions						
b.	Workshops						
c.	Poster sessions						
d.	Social events						
e.	Business/section meeting						
f.	Promotional booths in exhibit hall						

[Perceptions of Recent Conference Information - Exhibit Halls]

21. How did you feel about the information presented <u>by industry representatives outside of conference sessions</u> at [conference name]? In general, the information presented was...

	[Randomize order]	1	2	3	4	5	6	
a.	Inaccurate							Accurate
b.	Confusing							Clear
c.	Useless							Useful
d.	Not scientifically sound							Scientifically sound

☐ I did not interact with industry representatives outside of conference sessions

se	22. How much of the information presented <u>by industry representatives outside of conference</u> <u>sessions</u> at [conference name] offered a fair and balanced presentation of treatment benefits and risks?									
		1	2		3		4		5	
		None	A little	Ab	out hal	f	Most		All	
		I did not inte	ract with inc	dustry rep	resentat	tives outs	ide of co	nference	sessions	
23. H	ow v	d Clinical Know Would you rat rence session	e the clinic	al knowl	edge of			_	s you sp	oke with <u>outside of</u>
k		1 ot at all vledgeable	2		3		4		5	6 Extremely knowledgeable
24. H	☐ I did not interact with industry representatives outside of conference sessions [Perceptions of Recent Conference Information - Conference Sessions] 24. How do you feel about the information presented in symposia, oral, and poster sessions at [conference name]? In general, the information presented was									
		[Randomize o	order]	1	2	3	4	5	6	
	a.	Inaccurate								Accurate
	b.	Confusing								Clear
	c.	Useless								Useful
	d.	Not scientifica	Illy sound							Scientifically sound
25. H	ow r	offered a fai	nformation r and balar 2	presentonced pres	ed <u>in sy</u> sentatio	mposia, on of tre	oral, an atment l	d poster	session and risk	s at [conference
		None	A little	Ab	out hal	f	Most		All	
26. Di	id ar	nade you skep Yes No	entations a otical from	t [confe		_			ut presc	ription treatments
[Elem	ents	of Claim Ske	pticism at F	Recent C	onferen	ice]				

	to Q26] What elements in the presentations made you skeptical? Please select <u>all</u> that
apply.	
[Random	ize order of response options, except "other"]
	Claims about treatment risks
	Claims about treatment efficacy
	Claims about unapproved (i.e., off-label) uses
	Claims about clinical data or research findings
	Other (please specify)
[Reasons for	Claim Skepticism at Recent Conference]
28. [If "Yes"	to Q26] Why were you skeptical of these claims? Please select <u>all</u> that apply.
[Random	ize order of response options, except "other"]
	Claims were delivered by an industry representative
	Claims did not align with my own clinical experience
	Claims sounded too good to be true
	Other (please specify)
Int. I	
-	at Recent Conference]
29. How mar	ny of the sessions and activities that you attended at [conference name] mentioned

[Ra	andomize order]	1 None	2 A few	3 About half	4 Most	5 All
a.	Prescription treatments that are already approved?					
b.	Prescription treatments that are in clinical trials but not yet approved?					
c.	Unapproved (i.e., off-label) uses of prescription treatments?					
d.	The limitations of data presented?					
e.	The sponsor of the research (or other potential conflicts of interest)?					
f.	Studies that show different results than those currently presented?					
g.	Risks of prescription treatments?					

Section 3. Typical Conference Behaviors

The following questions ask about your activities at medical conferences in general. When answering these questions, please think about your medical conference attendance <u>prior to COVID-19</u>.

[Typical Conference Attendance Frequency]

30. How many medical conferences do you attend in a typical year?

[Numeric drop down menu, ranging from 0 to 10+]

[Typical Reasons for Conference Attendance]

31. What are the reasons you attend medical conferences? Please select all that apply.

[Ra	[Randomize order]				
a.	Present research				
b.	Learn about the new and emerging medical issues				
c.	Obtain CME credits				
d.	Talk or meet with industry representatives				
e.	Network with other healthcare professionals				
f.	Collect materials for clinical reference or personal knowledge				
g.	Participate in entertainment activities				
h.	Learn about new treatments, devices, technology, or procedures				
i.	Other (please specify)				

[Typical Factors that Influence Conference Selection]

32. What factors influence which conferences you attend? Please select all that apply.

[Ra	[Randomize order]			
a.	Conference topic/focus			
b.	Venue/location			
c.	Date and duration			
d.	Scheduled speakers			
e.	CME credits			
f.	Host organization			
g.	Previous attendance			
h.	Registration fees / costs			
i.	Other (please specify)			

[Typical Conference Activity Attendance]

33. How often do you attend the following activities when you go to medical conferences?

[Randomize order]	Never	Rarely	Sometim es	Most of the time	Always
a. Symposia / Oral sessions					

b.	Workshops			
c.	Poster sessions			
d.	Social events			
e.	Business/section meeting			
f.	Promotional booths in exhibit hall			

[Typical Reasons for Exhibit Hall Visits]

34. [Skip if answered "never" to Q34f] You mentioned that you visit promotional booths in medical conference exhibit halls. What are your reasons for visiting? Please select <u>all</u> that apply.

[Ra	[Randomize order]					
a.	Learn about new treatments, devices, technology, or procedures					
b.	Obtain giveaway items					
c.	Enter drawings/raffles					
d.	Eat or drink refreshments					
e.	Network with other healthcare professionals					
f.	Other (specify)					

[Typical Time Spent in Exhibit Hall

35.	[Skip if answered "never	to Q34f] On average, how much time do you spend in the exhibit hall
	each day during a typical	medical conference?
	hours and	minutes per day

[Typical Time Spent Talking to Industry Reps]

36.	[Skip if answered "never" to Q34f] When visiting exhibit halls, how much time do you spend
	talking to industry representatives at each promotional booth?

____ minutes per booth

[Typical Materials Collected from Exhibit Halls]

37. [Skip if answered "never" to Q34f] How often do you collect the following materials when you visit promotional booths in exhibit halls?

[Randomize order]		Never	Rarely	Sometimes	Most of the time	Always
a.	Peer-reviewed journals					
b.	Product brochures and other promotional materials					
c.	Unpublished articles					

[Typical Exhibit Hall Materials Read - Volume]

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38. [Skip if answered "never" for all Q38 sub-items or if answered "never" to Q34f] Of the materials you collect from promotional booths in exhibit halls, how many do you typically read?									naterials	
	1 2 None A few		3 About half		4 Most	5 All				
[Typical Perceived Usefulness of Exhibit Hall Materials] 39. [Skip if answered "never" for all Q38 sub-items or if answered "never" to Q34f] In general, how useful do you find the materials that you collect from promotional booths in exhibit halls?										
	1 2 Not at all useful		3		4	5 Extremely useful				
40. [S	Skip if	<mark>answered</mark> se of the n		all Q38 sub-			"never" to Q3 poths in exhib			
		1	2	3		4	5			
	Ne	ever	Seldom	Occasionally		Often	All the ti	me		
_	ow int	erested a		_	esentations	s or session	s that discuss	the followi		
	ן סטן	<u>not</u> random	ize oraerj	Not at all interested					Extremely interested	
				1	2	3	4	5	6	
	a. N	lew treatm	ents							
		lew uses fo reatments	r existing							
	c. E	mergent cl	inical data							
Sectio	on 4. P	articipant	Characteris	tics	-	-				
[Years in Practice] 42. How many years have you had prescribing authority as a healthcare provider? Please round to the nearest year years										
_	/hat is	-	-	specializatio						
The next two questions ask about a <u>normal week</u> . A normal week is a week with a typical caseload,										

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with no holidays, vacations, or conferences.

[Display Q46 and Q47 on same screen]

[Patient Load]

44. How many patients do you see in a normal week? This includes in-person and virtual visits for both acute and continuous care patients. If you are not sure, please provide your best guess.

_____ patients

[Prescription Volume]

45. How many prescriptions do you write in a normal week? This includes both refills and new prescriptions. If you are not sure, please provide your best guess.

_____ prescriptions

[Clinical Settings]

46. In which medical settings do you currently practice? Please select all that apply.

____ Community hospital
___ Academic hospital
___ Outpatient clinic

[Practice Location]

47. What is the ZIP code where your practice is located? If you practice in more than one location, please answer for the location where you practice most often.

(Open-ended numeric)

☐ Private/group practice

☐ Other (please specify)

[Experience with Drug Representatives/Companies]

☐ Other outpatient setting (e.g., infusion center)

48. Thinking about the past 3 months, please indicate the number of times you interacted with industry representatives in the following ways.

	Activities [Randomize order]	Number of Interactions
a.	Met with representatives in your workplace	_
b.	Attended lunch with representatives	
c.	Received promotional items	_
d.	Received drug samples	
e.	Met with representatives virtually (e.g., video, phone)	_

[Pharma Consulting]

 49. In the past year, have you performed any paid consulting activities for pharmaceutical or device companies? Yes No
[Pharma Consulting - Amount] 50. [If "Yes" to Q51] Approximately how much were you paid last year by pharmaceutical and device companies? \$
[Age] 51. Please tell us your age years old
[Ethnicity]
52. Are you Hispanic or Latino?
☐ Yes
□ No
[Race] 53. What is your race? You may select one or more races. American Indian or Alaska Native Asian Black or African American Native Hawaiian or other Pacific Islander White Refuse to answer [Gender] 54. What is your gender? Male Female
Debriefing
Thank you for completing this survey. You have been very helpful.
The purpose of this study is to learn about reactions to drug advertising at medical conferences. In order

Thank you again for your participation!

product and is not available for sale.

to get a real-life reaction, we used a fictitious drug product in the video. [Drug name] is not a real