Targeted Mechanism of Action Presentations in Prescription Drug Promotion
Pretest Survey

DHHS research authorized by Section 1701(a)(4) of the Public Health Service Act (42 U.S.C. 300u(a) (4)). Confidentiality protected by 5 U.S.C. 552(a) and (b) and 21 CFR part 20.

OMB Control #xxxxx Expires xxxxx

QUESTION ID	SURVEY VERSION
SUFFIX '_C'	CONSUMER
SUFFIX '_P'	HCP
SUFFIX '_NPPA'	HCP

[DISPLAY] (CQHIDINFO_1)

Thank you for your interest in this research study. The purpose of the study is to learn more about prescription drug websites. First, we need to ask you a few screening questions to see if you are eligible to participate.

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

[PROGRAMMER: NEXT SCREEN]

[SCREENER]

[AGE]

[PN: Q ASKED OF COHORT = CONSUMER AND COHORT = HCP]

[SINGLE PUNCH]
S1. What is your age? _____   **(QT=OEN) (PN: RANGE: 0 - 100)**

[PROGRAMMER: S1 < 18 or > 99 SET EFLAG=0 'INELIGIBLE' – TERMINATE]

[PROGRAMMER: NEXT SCREEN]

[SEX]

[PN: Q ASKED OF COHORT = CONSUMER AND COHORT = HCP]

[SINGLE PUNCH]
S2. What is your sex? **(QT=SS)**
     1   Male
     2   Female
     3   Prefer not to answer

[PROGRAMMER: NEXT SCREEN]

[OCCUPATION]

[PN: Q ASKED OF COHORT = CONSUMER AND COHORT = HCP]

[SINGLE PUNCH]
S3. What is your current occupation? **(QT=SS)**

  1 Healthcare provider (e.g., physician, nurse, physician assistant)
  2 Pharmaceutical employee (e.g., pharma rep)
  3 Market research employee/advertising employee
  4 Employee of the Department of Health and Human Services
  5 None of the above

[PROGRAMMER: IF COHORT = CONSUMER AND S3 !== 5 'All other occupations', SET EFLAG=0 'INELIGIBLE' – TERMINATE after S9; GO TO S8]

[PROGRAMMER: IF COHORT = HCP AND S3 !== 1 'HCP', SET EFLAG=0 'INELIGIBLE' – TERMINATE after S9, GO TO S8]

[PROGRAMMER: NEXT SCREEN]

[PROGRAMMER: DISPLAY S4_C IF COHORT = CONSUMER]

[HEALTHCARE PROFESSIONAL EXCLUSION CONSUMER]

[PN: Q ASKED OF CONSUMERS]

[SINGLE PUNCH]
S4_C. Have you completed any formal training as a healthcare professional? **(QT=SS)**

  1 Yes
  2 No
  3 Not sure

[PROGRAMMER: IF COHORT = CONSUMER AND S4_C = 1 'Yes' or 3 'Not sure', SET EFLAG=0 'INELIGIBLE' – TERMINATE after S9; GO TO S5_C]

[PROGRAMMER: NEXT SCREEN]

[EDUCATION]

[PN: Q ASKED OF COHORT = CONSUMER]

[SINGLE PUNCH]

S5_C. What is the highest level of school you have completed or the highest degree you have received? **(QT=SS)**

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

[PROGRAMMER: After S5_C GO TO S8]

[PROGRAMMER: NEXT SCREEN]

[PROGRAMMER: DISPLAY IF COHORT = HCP]

[HEALTHCARE PROVIDER TYPE]

[PN: Q ASKED OF COHORT = HCP]

[SINGLE PUNCH]

S4_P. Which of the following best describes your profession? **(QT=SS)**

1. Medical doctor/physician
2. Physician assistant
3. Nurse practitioner
4. Other

[PROGRAMMER: IF S4_P = 4 'Other', SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> S9; GO TO S8. IF S4_P=1, SHOW S5_P. IF S4_P=2 or 3, SHOW S5_NPPA]

[PROGRAMMER: NEXT SCREEN]

[MEDICAL FIELD]

[PN: Q ASKED OF COHORT = HCP]

[SINGLE PUNCH]
(PN: ASK IF S4_P=1. IF S4_P=2 OR 3, SKIP TO S5_NPPA)

S5_P. Which one of the following categories best describes your primary area of specialization? *Select one answer*. **(QT=SS)**

      1   Primary care provider
      2   Hematologist
      3   Hematologist/oncologist
      4   Medical oncologist
      5   Pediatric oncologist
      6   Surgical oncologist
      7   Radiation oncologist
      8   Other

[PROGRAMMER: IF S5_P = 1 'Primary care provider' or 2 'Hematologist' or 3 'Hematologist/oncologist' or 4 'Medical oncologist or 5 'Pediatric oncologist,' or 6 'Surgical oncologist' or 7 'Radiation oncologist' GO TO S6_P]
[PROGRAMMER: IF S5_P = 8 'Other' SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> S9; GO TO S8]

[PN: Q ASKED OF COHORT = HCP]
(PN: ASK IF S4_P=2 OR 3; IF S4_P=1, SKIP TO S6_P)

S5_NPPA. In what specialty areas do you currently practice? *Select <u>all</u> that apply*. **(QT=MS)**

      S5_NPPA1 Primary care **[IF S5_NPPA2 IS NOT CHOSEN AS WELL SET EFLAG=0 'INELIGIBLE' TERMINATE <u>after</u> S9; GO TO S8]**
      S5_NPPA2 Oncology
      S5_NPPA3 Pediatrics **[IF S5_NPPA2 IS NOT CHOSEN AS WELL SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> S9; GO TO S8]**
      S5_NPPA4 Geriatrics **[IF S5_NPPA2 IS NOT CHOSEN AS WELL SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> S9; GO TO S8]**
      S5_NPPA5 Critical care **[IF S5_NPPA2 IS NOT CHOSEN AS WELL SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> S9; GO TO S8]**
      S5_NPPA6 Mental health **[IF S5_NPPA2 IS NOT CHOSEN AS WELL SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> S9; GO TO S8]**
      S5_NPPA7 Other **[IF S5_NPPA2 IS NOT CHOSEN AS WELL SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> S9; GO TO S8]**

[PROGRAMMER: NEXT SCREEN]

[SINGLE PUNCH]

[PRESCRIPTION WRITTEN]

[PN: Q ASKED OF COHORT = HCP]

S6_P. On average, how many prescriptions for <u>oncology</u> medications do you write <u>in a typical month</u>? **(QT=OEN). (PN: RANGE 0 – 2000)**

_____ prescriptions

[PROGRAMMER: IF S6_P <1, SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> **S9; GO TO S8]**

[PROGRAMMER: NEXT SCREEN]

[DIRECT PATIENT CARE]

[NUMERICAL FIELD; SET RANGE 0 – 100]

[PN: Q ASKED OF COHORT = HCP]

S7_P. In a typical week, what percentage of your time is spent on <u>direct patient care</u>, such as seeing patients and reviewing their medical records? If you are not sure, please provide your best guess. **(QT=OEN) (RANGE: 0 – 100%)**

_____%

[PROGRAMMER: IF S7_P < 45, SET EFLAG=0 'INELIGIBLE' – TERMINATE <u>after</u> **S9; GO TO S8]**

[PROGRAMMER: NEXT SCREEN]

[ETHNICITY]

[PN: Q ASKED IF COHORT = CONSUMER AND COHORT = HCP]

[SINGLE PUNCH]

S8. Are you Hispanic or Latino? **(QT=SS)**

    1   Yes
    2   No
    3   Prefer not to answer

[PROGRAMMER: NEXT SCREEN]

[RACE]

[PN: Q ASKED OF CONSUMERS AND COHORT = HCP]

[MULTIPLE PUNCH]

[PROGRAMMER: Multi-punch response items should be saved to dataset as binary variables with response options: 1='Selected' OR 0='Not selected'.**]**
(PN: PUNCHING UPDATE)
1. 'WHITE' - THOSE WHO SELECT 'WHITE' ONLY (CODE 5)
2. 'MIXED RACE' - IF ANY OF CODES 1, 2, 3, 4, OR IF 'WHITE' SELECTED WITH ANY OF CODES 1-4)
3. Prefer not to answer (s9_6) – CREATE AND NAME AS 'PREFER NOT TO ANSWER (MISSING)''

S9. What is your race? *Select all that apply*. **(QT=MS)**

      S9_1. American Indian or Alaska Native

      S9_2. Asian

      S9_3. Black or African American

      S9_4. Native Hawaiian or other Pacific Islander

      S9_5. White

      S9_6. Prefer not to answer   **←[EXCLUSIVE]**

[PROGRAMMER: IF S9_6 = 1 'Selected', DISABLE OPTIONS S9_1 – S9_5]

[PROGRAMMER: NEXT 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]

[PROGRAMMER: NEXT SCREEN]

You are eligible to participate in the study.

[DISPLAY CONSENT]

[PROGRAMMER: NEXT SCREEN]

[CONSENT]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH] CQ_CONSENT

CONSENT. If you have read the previous screens and <u>agree</u> to participate, please click the Yes button. If

    not, click the No button.

    1   Yes, I <u>agree</u> to participate.   **←[Go to 'Randomization']**

    2   No, I <u>do not agree</u> to participate.   **←[End survey]**

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

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

[PROGRAMMER: NEXT SCREEN]

[RANDOMIZATION]

[PROGRAMMER: Randomly assign participants to one of 12 experimental conditions. Record assignment in variable XCONDITION with possible values shown in table below.

XCONDITION Value	XCONDITION Label	PDF name - Consumers	PDF name - HCPs
1	Disclosure present, Claim present, No graphic	TMoA_webpage-CONSUMER-C1-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C1-4-11-22_200DPI
2	Disclosure present, Claim present, Accurate graphic	TMoA_webpage-CONSUMER-C2-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C2-4-11-22_200DPI-REVb
3	Disclosure present, Claim present, Misleading graphic	TMoA_webpage-CONSUMER-C3A-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C3A-4-11-22_200DPI-REVb
4	Disclosure present, Claim absent, No graphic	TMoA_webpage-CONSUMER-C4-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C4-4-11-22_200DPI
5	Disclosure present, Claim absent, Accurate graphic	TMoA_webpage-CONSUMER-C5-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C5-4-11-22_200DPI-REVb
6	Disclosure present, Claim absent, Misleading graphic	TMoA_webpage-CONSUMER-C6A-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C6A-4-11-22_200DPI-REVb
7	Disclosure absent, Claim present, No graphic	TMoA_webpage-CONSUMER-C7-4-11-22_200DPI	TMoA_webpage-PROVIDER-C7-4-11-22_200DPI
8	Disclosure absent, Claim present, Accurate graphic	TMoA_webpage-CONSUMER-C8-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C8-4-11-22_200DPI-REVb
9	Disclosure absent, Claim present, Misleading graphic	TMoA_webpage-CONSUMER-C9A-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C9A-4-11-22_200DPI-REVb
10	Disclosure absent, Claim absent, No graphic	TMoA_webpage-CONSUMER-C10-4-11-22-200DPI	TMoA_webpage-PROVIDER-C10-4-11-22_200DPI
11	Disclosure absent, Claim absent, Accurate graphic	TMoA_webpage-CONSUMER-C11-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C11-4-11-22-REVb
12	Disclosure absent, Claim absent, Misleading graphic	TMoA_webpage-CONSUMER-C12A-4-11-22_200DPI-REVb	TMoA_webpage-PROVIDER-C12A-4-11-22_200DPI-REVb

PROGRAMMER: Some script and questions have conditional piping in item stems or response options that will depend on the population, as captured in the **COHORT** variable. The conditional text appears in curly brackets "{ }" with the following rules:

Conditional text	COHORT	Display
{people/healthcare providers}	1 'CONSUMERS'	People
	2 'HCP'	Healthcare providers

Conditional text	COHORT	Display
{friend/patient}	1 'CONSUMERS'	Friend
	2 'HCP'	Patient
{recently been diagnosed with cancer. You are actively looking for available treatments/a patient who has been diagnosed with cancer. You are actively looking for available treatments for that patient.}	1 'CONSUMERS'	Recently been diagnosed with cancer. You are actively looking for available treatments.
	2 'HCP'	A patient who has been diagnosed with cancer. You are actively looking for available treatments for that patient.
{Cancers of the urinary tract/metastatic urothelial cancer}	1 'CONSUMERS'	Cancers of the urinary tract
	2 'HCP'	Metastatic urothelial cancer
{LEYTROL targets Nectin-4, a cell surface protein found on bladder cancer cells./LEYTROL is designed to target Nectin-4, an adhesion protein highly expressed on bladder cancer cells.}	1 'CONSUMERS'	LEYTROL targets Nectin-4, a cell surface protein found on bladder cancer cells.
	2 'HCP'	LEYTROL is designed to target Nectin-4, an adhesion protein highly expressed on bladder cancer cells.
{patients/providers}	1 'CONSUMERS'	Patients
	2 'HCP'	Providers
{ask a doctor about/prescribe}	1 'CONSUMERS'	Ask a doctor about
	2 'HCP'	Prescribe
{High blood sugar/hyperglycemia}	1 'CONSUMERS'	High blood sugar
	2 'HCP'	Hyperglycemia
{Most people don't know how a prescription drug will affect them until they've taken the drug. But we'd like you to make your **best guess** based on the web page you just saw. Please answer the following questions **based on what you saw on the web page**./Please answer the following questions **based on what you saw on the web page** rather than prior knowledge of this class of medications.]	1 'CONSUMERS'	Most people don't know how a prescription drug will affect them until they've taken the drug. But we'd like you to make your **best guess** based on the web page you just saw. Please answer the following questions **based on what you saw on the web page**.
	2 'HCP'	Please answer the following questions **based on what you saw on the web page** rather than prior knowledge of this class of medications.
{LEYTROL is not a real product and is not available for sale. The purpose of this study is to learn about reactions to prescription drug	1 'CONSUMERS'	LEYTROL is not a real product and is not available for sale. The purpose of this study is to learn about reactions to prescription drug information. To get a real-life reaction, we

Conditional text	COHORT	Display
information. To get a real-life reaction, we used a fictitious product in this study. Please see your healthcare provider for questions about bladder cancer./LEYTROL is not a real product and is not available for sale. The purpose of this study is to learn about reactions to prescription drug information. To get a real-life reaction, we used a fictitious product in this study.}		used a fictitious product in this study. Please see your healthcare provider for questions about bladder cancer.
	2 'HCP'	LEYTROL is not a real product and is not available for sale. The purpose of this study is to learn about reactions to prescription drug information. To get a real-life reaction, we used a fictitious product in this study.
{patients/healthcare providers}	1 'CONSUMERS'	Patients
	2 'HCP'	Healthcare providers
{family members or close friends / patients}	1 'CONSUMERS'	Family members or close friends
	2 'HCP'	Patients

[PROGRAMMER: NEXT SCREEN]

[STIMULI INSTRUCTIONS]

CQHIDINFO_2
On the next screen, you will see a picture of a web page for a new prescription drug.

To make drug websites more helpful, we want to learn about how {people/ healthcare providers} think about drug information.

As you review the web page, imagine you have {recently been diagnosed with cancer. You are actively looking for available treatments/a patient who has been diagnosed with cancer. You are actively looking for available treatments for that patient.}
Please take as much time as you need to read the information on the web page. Once you advance past the web page, you will not be able to return to it. Please make sure you have reviewed the *entire* web page before advancing. Keep in mind you may need to scroll down to see the entire page.

Once you finish viewing the web page, please click the **'Next'** button.

[DISPLAY ASSIGNED AD] [SUPPRESS "CONTINUE" BUTTON FOR 20 SECONDS]

[MAIN SURVEY]

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMER AND HCP]
[PN: Q1 IS A REQUIRED QUESTION]

Q1. Were you able to view the web page? (QT=SS)

    __Yes
    __No [Terminate]
    __Not sure [Terminate]

[PROGRAMMER: For remaining questions, if respondent does not provide a response, prompt with, "Are you sure you don't want to provide a response?" before allowing to continue.]

[PROGRAMMER: NEXT SCREEN] CQHIDINFO_3
Now, please answer the following questions based on the web page you saw.

[PROGRAMMER: NEXT SCREEN]

[INDICATION RECOGNITION]

[PN: FROM Q2 ONWARDS PLEASE INCLUDE A SOFT PROMPT WHEN RESPONDENT TRIES TO SKIP/REFUSE THE QUESTION: Are you sure you do not want to provide an answer? Your answers are important to us.]

[PN: Q ASKED OF CONSUMER AND HCP]

Q2. According to the web page you saw, LEYTROL is approved to treat patients with which medical condition(s)? *Check all that apply.* (QT=MS)

[PROGRAMMER: RANDOMIZE RESPONSE OPTIONS]

    1   Multiple myeloma
    2   Non-Hodgkin lymphoma
    3   Bladder cancer
    4   {Cancers of the urinary tract/metastatic urothelial cancer}
    5   Colon cancer
    6   Lung cancer

[PROGRAMMER: NEXT SCREEN]

[MOA COMPREHENSION]

[PN: Q ASKED OF CONSUMER AND HCP]

Q3. Imagine you wanted to help a {friend/patient} understand **how** LEYTROL works in the body to treat bladder cancer. Based on the information you saw on the web page, please describe **how LEYTROL works** to your {friend/patient}. (QT=OE)

(Please be as detailed and specific as possible when entering your answer in the space provided.)

[PROGRAMMER: NEXT SCREEN]

[MOA POSITIVE AND NEGATIVE EVALUATIONS]

[PN: Q ASKED OF CONSUMER AND HCP]
Q4. Please rate how you feel about the information on the web page that described how LEYTROL works. (QT=SS)

In my opinion, the information on the web page that described how LEYTROL works was … (QT=TT1SC)

[PN: SOFT PROMPT SHOULD APPEAR IF ANY OF THE ITEMS ARE NOT ANSWERED; SOFT PROMPT SHOULD ONLY BE SHOWN ONCE]

[PROGRAMMER: RANDOMIZE ORDER OF ITEMS Q4_1 to Q4_7]

		1	2	3	4	5	6	
Q4_1	Confusing	☐	☐	☐	☐	☐	☐	Clear
Q4_2	Complex	☐	☐	☐	☐	☐	☐	Straightforward
Q4_3	Unimportant	☐	☐	☐	☐	☐	☐	Important
Q4_4	Misleading	☐	☐	☐	☐	☐	☐	Honest
Q4_5	Not believable	☐	☐	☐	☐	☐	☐	Believable
Q4_6	Not trustworthy	☐	☐	☐	☐	☐	☐	Trustworthy
Q4_7	Inaccurate	☐	☐	☐	☐	☐	☐	Accurate

[BALANCE OF RISKS AND BENEFITS ON THE WEB PAGE]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q5. Please think about the information you saw on the web page. Did the web page place more emphasis on the risks or more emphasis on the benefits of LEYTROL? (QT=TT1SC)

1	2	3	4	5	6
More emphasis on risks					More emphasis on benefits

[PROGRAMMER: NEXT SCREEN]

[RISK RECOGNITION]

[PN: Q ASKED OF CONSUMER AND HCP]
[PN: SOFT PROMPT SHOULD APPEAR IF ANY OF THE ITEMS ARE NOT ANSWERED; SOFT PROMPT SHOULD ONLY BE SHOWN ONCE]

Q6. Please check which of the following were mentioned on the web page as risks or side effects of taking LEYTROL. Even if you think a statement is true, please select it only if it was mentioned on the web page. (QT=TT1)

[PROGRAMMER: RANDOMIZE ORDER OF ITEMS]	Mentioned on the web page	Not mentioned on the web page	Don't know
Q6_1. Diarrhea			
Q6_2. Fatigue			
Q6_3. Peripheral neuropathy			
Q6_4. {High blood sugar/hyperglycemia}			
Q6_5. Thoughts of suicide (FOIL)			
Q6_6. Insomnia (FOIL)			

[PROGRAMMER: NEXT SCREEN]

[MOA COMPREHENSION]

[PN: Q ASKED OF CONSUMER AND HCP]

[PROGRAMMER: KEEP 'Please indicate whether you think the statement below is true or false based on the information you saw on the web page.' AT THE TOP OF Q7 THROUGH Q11]

[PROGRAMMER: RANDOMIZE Q7 THROUGH Q11]

[SINGLE PUNCH]

Q7. LEYTROL does not harm healthy cells in the body. (QT=SS)
- True
- False
- Don't know

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q8. LEYTROL kills cancer cells by releasing medicine inside the cell. **(QT=SS)**
- True [Correct]
- False
- Don't know

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMERS AND HCP]

[SINGLE PUNCH]

Q9. LEYTROL attaches to the Nectin-4 protein on cancer cells. **(QT=SS)**
- True
- False [Correct]
- Don't know

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q10. LEYTROL works differently from chemotherapy. **(QT=SS)**
- True [Correct]
- False
- Don't know

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q11. LEYTROL targets <u>any</u> cell in the body (healthy or cancerous) that has the specific Nectin-4 protein. **(QT=SS)**
- True [Correct]
- False
- Don't know

[PROGRAMMER: NEXT SCREEN]

[PROGRAMMER: KEEP THIS PARAGRAPH AT THE TOP OF Q12 THROUGH Q23]
{Most people don't know how a prescription drug will affect them until they've taken the drug. But we'd like you to make your **best guess** based on the web page you just saw. Please answer the following

questions **based on what you saw on the web page**./Please answer the following questions **based on what you saw on the web page** rather than prior knowledge of this class of medications.}

[PERCEIVED BENEFIT - MAGNITUDE]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q12. How beneficial do you think LEYTROL is at treating patients with bladder cancer? **(QT=TT1SC)**

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

[PROGRAMMER: NEXT SCREEN]

[PERCEIVED EFFICACY]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q13. How effective do you think LEYTROL is at killing cancer cells? **(QT=TT1SC)**

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

[PROGRAMMER: NEXT SCREEN]

[PERCEIVED RISK - MAGNITUDE]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q14. How serious are LEYTROL's side effects? **(QT=TT1SC)**

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

[PROGRAMMER: NEXT SCREEN]

[PROGRAMMER: KEEP 'To what extent do you agree or disagree with the following statement:' **AT THE TOP OF Q15 THROUGH Q20]**

[PN: Q ASKED OF CONSUMER AND HCP]

Q15. Because of the way LEYTROL works, patients with bladder cancer who take LEYTROL will experience only minor side effects. **(QT=TT1SC)**

1	2	3	4	5	6
Strongly disagree					Strongly agree

Q16. The benefits of LEYTROL outweigh any side effects it may have. **(QT=TT1SC)**

1	2	3	4	5	6
Strongly disagree					Strongly agree

Q17. Compared with other similar prescription drugs that treat bladder cancer, LEYTROL is more effective at killing cancer cells. **(QT=TT1SC)**

1	2	3	4	5	6	7
Strongly disagree			Neither agree nor disagree			Strongly agree

Q18. Compared with other similar prescription drugs that treat bladder cancer, LEYTROL is less likely to harm healthy cells. **(QT=TT1SC)**

1	2	3	4	5	6	7
Strongly disagree			Neither agree nor disagree			Strongly agree

[PROGRAMMER: NEXT SCREEN]

[PERCEIVED RISK– COMPARATIVE]

[PN: Q ASKED OF CONSUMER AND HCP]

[PROGRAMMER: RANDOMIZE Q19 THROUGH Q21]

[SINGLE PUNCH]

Q19. LEYTROL's side effects are just as serious as the side effects of other similar prescription drugs for bladder cancer. **(QT=TT1SC)**

1	2	3	4	5	6	7
Strongly disagree			Neither agree nor disagree			Strongly agree

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q20. LEYTROL's side effects are more tolerable than the side effects of other similar prescription drugs that treat bladder cancer. **(QT=TT1SC)**

1	2	3	4	5	6	7
Strongly disagree			Neither agree nor disagree			Strongly agree

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q21. Please indicate which of the following is true. If you are unsure, please provide your best guess.
(QT=SS)

- People will experience **fewer side effects** with LEYTROL than they would with other similar prescription drugs that treat bladder cancer.
- People will experience **just as many side effects** with LEYTROL as they would with other similar prescription drugs that treat bladder cancer.
- People will experience **more side effects** with LEYTROL than they would with other similar prescription drugs that treat bladder cancer.

[PROGRAMMER: NEXT SCREEN]

[PROGRAMMER: RANDOMIZE Q22 and Q23]

[PERCEIVED EFFICACY– COMPARATIVE]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q22. To what extent do you agree or disagree with the following statement: **(QT=TT1SC)**

LEYTROL is more effective than other similar prescription drugs that treat bladder cancer.

1	2	3	4	5	6	7
Strongly disagree			Neither agree nor disagree			Strongly agree

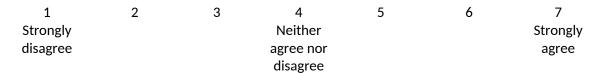**[PROGRAMMER: NEXT SCREEN]**

[PERCEIVED RISK– COMPARATIVE]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q23. To what extent do you agree or disagree with the following statement: **(QT=TT1SC)**

LEYTROL is safer than other similar prescription drugs that treat bladder cancer.

1	2	3	4	5	6	7
Strongly disagree			Neither agree nor disagree			Strongly agree

[PROGRAMMER: NEXT SCREEN]

[AD-PROMPTED ACTIONS]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q24. If one of your {family members or close friends / patients} were considering using a prescription drug for bladder cancer, how likely would you be to mention LEYTROL to them? **(QT=TT1SC)**

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

[PN: Q ASKED OF CONSUMER]

[SINGLE PUNCH]

Q25_C. If I were to take a prescription drug for bladder cancer, I would consider taking LEYTROL. **(QT=TT1SC)**

1	2	3	4	5	6
Strongly disagree					Strongly agree

[PN: Q ASKED OF HCP]

[SINGLE PUNCH]

Q25_P. If I had patients with bladder cancer, I would consider prescribing LEYTROL. **(QT=TT1SC)**

1	2	3	4	5	6
Strongly disagree					Strongly agree

[PROGRAMMER: NEXT SCREEN]

[PERCEIVED INFORMATION USEFULNESS]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q26. To what extent do you agree or disagree with the following statement: **(QT=TT1SC)**

This web page provides {patients/providers} with essential information for deciding whether to {ask a doctor about/prescribe} LEYTROL.

1	2	3	4	5	6
Strongly disagree					Strongly agree

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMER AND HCP]

Q27. The following information **may or may not** have been on the web page you saw.

"{LEYTROL targets Nectin-4, a cell surface protein found on bladder cancer cells./LEYTROL is designed to target Nectin-4, an adhesion protein highly expressed on bladder cancer cells.}"

Did you see the information above on the web page? **(QT=SS)**

1 Yes
2 No
3 Not sure

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF CONSUMER AND HCP]

Q28. The following information **may or may not** have been on the web page you saw.

"LEYTROL could also affect healthy cells."

Did you see the information above on the web page? **(QT=SS)**

1 Yes
2 No
3 Not sure

[PROGRAMMER: NEXT SCREEN]

[PROGRAMMER: ASK Q28B if Q28 = 1 "Yes"]

Q28b. You indicated that the information below was on the web page you saw. **(QT=SS)**

"LEYTROL could also affect healthy cells."

How was the information presented on the web page?

1 Through text
2 Through images
3 Through both text and images

[PROGRAMMER: NEXT SCREEN]

[ATTITUDE TOWARD THE DRUG]

[PN: Q ASKED OF CONSUMER AND HCP]

Q29. Please tell us how you feel about LEYTROL. LEYTROL is... **(QT=TT1SC)**

[SINGLE PUNCH]

[PN: SOFT PROMPT SHOULD APPEAR IF ANY OF THE ITEMS ARE NOT ANSWERED; SOFT PROMPT SHOULD ONLY BE SHOWN ONCE]

[PROGRAMMER: RANDOMIZE ORDER OF ITEMS]

	1	2	3	4	5	6	
Q29_1. A bad product	❑	❑	❑	❑	❑	❑	A good product
Q29_2. Harmful	❑	❑	❑	❑	❑	❑	Helpful
Q29_3. Useless	❑	❑	❑	❑	❑	❑	Useful

[PROGRAMMER: NEXT SCREEN]

[HEALTH LITERACY]

[SINGLE PUNCH]

[PN: Q ASKED OF CONSUMER]

Q30_C. How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy? **(QT=SS)**
    1   Never
    2   Rarely
    3   Sometimes
    4   Often
    5   Always

[PROGRAMMER: NEXT SCREEN]

[PAST EXPERIENCE WITH DISEASE]

[PN: Q ASKED OF CONSUMER]

[SINGLE PUNCH]

Q31_C. Have you ever been diagnosed as having cancer? **(QT=SS)**

        1   Yes

2   No

[PROGRAMMER: NEXT SCREEN]

[FAMILIARITY WITH CANCER TREATMENT]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q32. How familiar are you with prescription drugs or treatments for cancer? (QT=TT1SC)

1 Not at all familiar	2	3	4	5	6 Very familiar

[PROGRAMMER: NEXT SCREEN]

[PN: Q ASKED OF HCP]

Q32b. Please rate your current knowledge about **targeted therapies for cancer treatments** on a scale of 0 to 10, where 0 means knowing nothing and 10 means knowing everything you could possibly know about the topic. _____ (QT=TT1SC)

[PROGRAMMER: NEXT SCREEN]

[BELIEFS ABOUT MEDICINES]

[PN: Q ASKED OF CONSUMER]

[PN: SOFT PROMPT SHOULD APPEAR IF ANY OF THE ITEMS ARE NOT ANSWERED; SOFT PROMPT SHOULD ONLY BE SHOWN ONCE]

Q33_C. We would like to ask you about your personal views on prescription medicines in general. These are statements other people have made about medicines. Please indicate the extent to which you agree or disagree with them by checking the appropriate box. There are no right or wrong answers. We are interested in your personal views. (QT=TT1SC)

[PROGRAMMER: RANDOMIZE ORDER OF ITEMS]	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
Q33_C1. Medicines help many people to live better lives. [Reverse Code]					
Q33_C2. Natural remedies are safer than medicines.					

Q33_C3. Medicines do more harm than good.					
Q33_C4. If doctors had more time with patients, they would prescribe fewer medicines.					

[PROGRAMMER: NEXT SCREEN]

[PROMOTION DISTRUST]

[PN: Q ASKED OF CONSUMER AND HCP]

[SINGLE PUNCH]

Q34. In general, how trustworthy do you find prescription drug promotion materials that are marketed to {patients/healthcare providers}? **(QT=SC)**
  1 Not at all trustworthy
  2 Somewhat trustworthy
  3 Moderately trustworthy
  4 Very trustworthy
  5 Completely trustworthy

[PROGRAMMER: NEXT SCREEN]

[YEARS IN PRACTICE]

[PN: Q ASKED OF HCP]

Q35_P. How many years have you been in practice post-residency? If you did not do a residency, how many years have you been in practice? **(QT=OEN)**

   _____ years **[RANGE: 0 to 80]**

[PROGRAMMER: NEXT SCREEN]

[PN: SHOWN TO CONSUMER AND HCP]

[DEBRIEF]

{LEYTROL is not a real product and is not available for sale. The purpose of this study is to learn about reactions to prescription drug information. To get a real-life reaction, we used a fictitious product in this study. Please see your healthcare provider for questions about bladder cancer./LEYTROL is not a real product and is not available for sale. The purpose of this study is to learn about reactions to prescription drug information. To get a real-life reaction, we used a fictitious product in this study.}

You have been very helpful. Thank you very much for your participation!