

APPENDIX A

Questionnaire

**Physicians' Responses to Marketing Strategies of Pharmaceutical Companies
in Malaysia**

Dear Doctor,

The University of Malaya is conducting a research on the Physicians' Responses to Marketing Strategies of Pharmaceutical Companies in Malaysia.

Pharmaceutical companies need to understand how physicians respond to their promotional efforts in order to market their products effectively. A well-balanced marketing plan and efficient sales call plan that suit to the preferences of the physician would help to improve the efficiency of the industry.

All individual answers will be kept strictly confidential. Please kindly respond as best as you can to ALL questions. Your participation is crucial in the effort to improve the efficiency of the pharmaceutical industry.

To respond to this survey, kindly complete the questionnaire and send it back using the stamped envelop provided.

If you need assistance, please do not hesitate to contact my assistant Lam Chee Peng at lamcheepeng@yahoo.com or call him at 012-3035109.

Your cooperation and participation in this survey is highly appreciated.

Yours truly,



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Please answer completely as you can. YOUR ANSWERS ARE STRICTLY CONFIDENTIAL. Please check the box to indicate your answers. If you change your answer, please circle your final answer .

1. Medical Specialty:
 Internal Medicine Paediatric Surgery
 O&G ENT Orthopedic
 Others _____

2. Year of practice since as a doctor.
 1 - 5 years
 6 – 10 years
 11 – 15 years
 16 – 20 years
 21 – 25 years
 26 – 30 years
 31 years and above

3. Type of hospital your are currently attached to
 Government Hospital Private Hospital University based Hospital

4. Gender Female Male

5. Ethnic Group Malay Chinese Indian Others

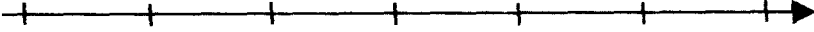
6. Do you receive direct mail from pharmaceutical companies?
 Very Often Often Sometime Seldom

7. Do you read the direct mail?
 All of them Most of them Some of them Never

8. How often do you prefer to be visited by the same pharmaceutical representative?
 _____ time(s) in _____ week / month / year (please circle your answer)
9. Do you read the clinical papers/reading materials given by the pharmaceutical representative after their visit?
 All of them Most of them Some of them Never read
10. Do you receive samples of new drug from pharmaceutical companies?
 Very Often Often Sometime Seldom
11. Do you prescribe the drug samples provided by the pharmaceutical companies?
 All of them Most of them Some of them Never
12. Please rate the usefulness of the following sources to you in **obtaining information** about specific drug.

Information Source	Not Useful Useful						
Advertisement in Medical Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free Samples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical Guidelines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Physicians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmaceutical Sales Representative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seminar, Lectures Organized by Pharmaceutical Companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Symposia/Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Please rate the *influences* of the following items on your prescribing practices.

	Not Influential Influential 						
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisement in Medical Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clinical Papers of the Related Drug	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct Mail Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal Experience With the Drug	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommendations Made by Colleagues in Informal Discussions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Call / Detailing by Pharmaceutical Company Representatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Promotional Material Received from Pharmaceutical Companies, Such As Calendars, Diaries, Pens, Note Pads, Etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Samples Provided by the Pharmaceutical Companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seminar, Lectures Organized by Pharmaceutical Companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Thank you for completing the questionnaire.
Please send your answer back using the stamped envelop provided.**