Pharmaceutical Representative Feedback Form

I. General

a. Date: __________________

b. Resident _________________________

c. Name of Representative: ____________________________________________

d. Company Represented: _____________________________________________

e. Drug(s) Emphasized Today: 1. ________________________________

                              2. ________________________________

f. Main goal of presentation today: Reminder New Information Persuasion

II. Information Presented

Drug #1 Drug #2
a. The following information was presented: Yes No Yes No

Generic name of the drug ___ ___ ___ ___

Comparative clinical information with other drugs ___ ___ ___ ___

Adverse effects ___ ___ ___ ___

Contraindications ___ ___ ___ ___

Patient cost ___ ___ ___ ___

b. The information was factually correct. Y/N/U Y/N/U

If no, briefly explain. _______________________________________________  ____________________________

_______________________________________________________________

If no, briefly explain. _____________________________________________

_______________________________________________________________

III. Techniques of Promotion Used (check any that were used for all drugs)

   ___ "Broke the ice" with humor or a story
   ___ Repeated product name or advantages
   ___ Acknowledged but de-emphasized other drugs
   ___ Acknowledged but de-emphasized disadvantages
   ___ Positive feedback given
   ___ Incentives given
   ___ Faculty support solicited
   ___ Promoted active learning by asking questions
   ___ Asked to try drug
   ___ Gifts or tokens given
   ___ ____________________________
IV. Appeals — You should use this drug because . . . (Check any that apply)

Rational Appeals- The STEP Approach

___ Safety (Fewer serious adverse effects)
___ Tolerability (Compare pooled "drop-out rates")
___ Effectiveness (Using "intention-to-treat" analysis with POEM outcomes)
___ Price (Consider over-all cost of treating disease)

Non-Rational Appeals

___ Testimonial ("Case report")
___ Appeal to Authority ("Dr. ___ uses this drug")
___ Bandwagon Appeal ("Everyone's using this drug")
___ Red Herring Appeal (Factual but irrelevant data)
___ False Cause (Effect inappropriately linked to drug)
___ Appeal to Pity ("Help me out by giving it a try")
___ Ad Hominem (Attacking other company, other reps, etc)
___ Appeal to Fear (Fear of litigation, patient dissatisfaction, etc.)
___ Appeal to Curiosity (Interesting, but not clinically relevant feature of the product)
___ Ego Gratification (You'll feel better if you prescribe this drug)

V. Overall Impression

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<tr>
<th></th>
<th>Strongly Agree</th>
<th>Strongly Disagree</th>
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a. | The representative was knowledgeable regarding his or her product(s). | 1 2 3 4 5 |
b. | The representative answered questions appropriately. | 1 2 3 4 5 |
c. | The representative appeared to be comfortable when presenting and answering questions. | 1 2 3 4 5 |
d. | The information presented is useful. | 1 2 3 4 5 |
e. | The information presented confirmed that I am doing the right thing. | 1 2 3 4 5 |
f. | I will change my practice in some way as a result of the information presented. | 1 2 3 4 5 |