



The Prescription Project

June, 2008

Conducted for:



Contact: John De Wolf

53 W. Baltimore Pike, Media, PA 19063

484-840-4451 (p) • 484-840-4599 (f) • jdewolf@icrsurvey.com • www.icrsurvey.com

INTERNATIONAL COMMUNICATIONS RESEARCH

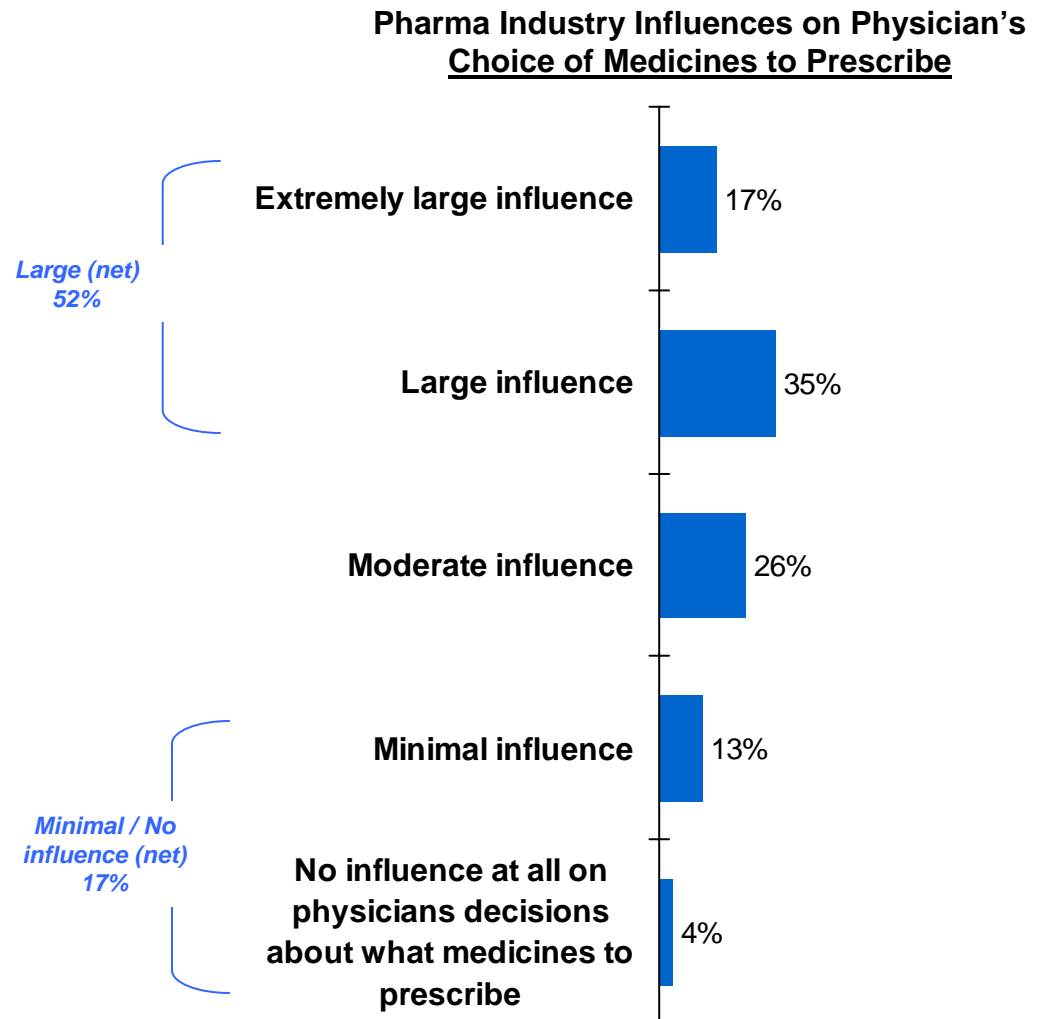
Custom Research • Information Analysis • ICR *EXCEL* omnibus services

One-half of surveyed adults think the pharma industry has a very large influence on doctor's choice of Rx medicine

- Those in the North East region think there is a large influence (46%) – significantly more than in the South (32%) and West (29%), and slightly more than in the North Central region (36%).

- Another one-in-four think gifts and reimbursements from pharma companies have a moderate influence (26%).

- Significantly more respondents with at least some college education think the influence is moderate (34% vs. 18% high school or less education).
- More in the West also think the influence is moderate (35%) – significantly more than in the North East (19%) and North Central (21%), and slightly more than in the South (26%).



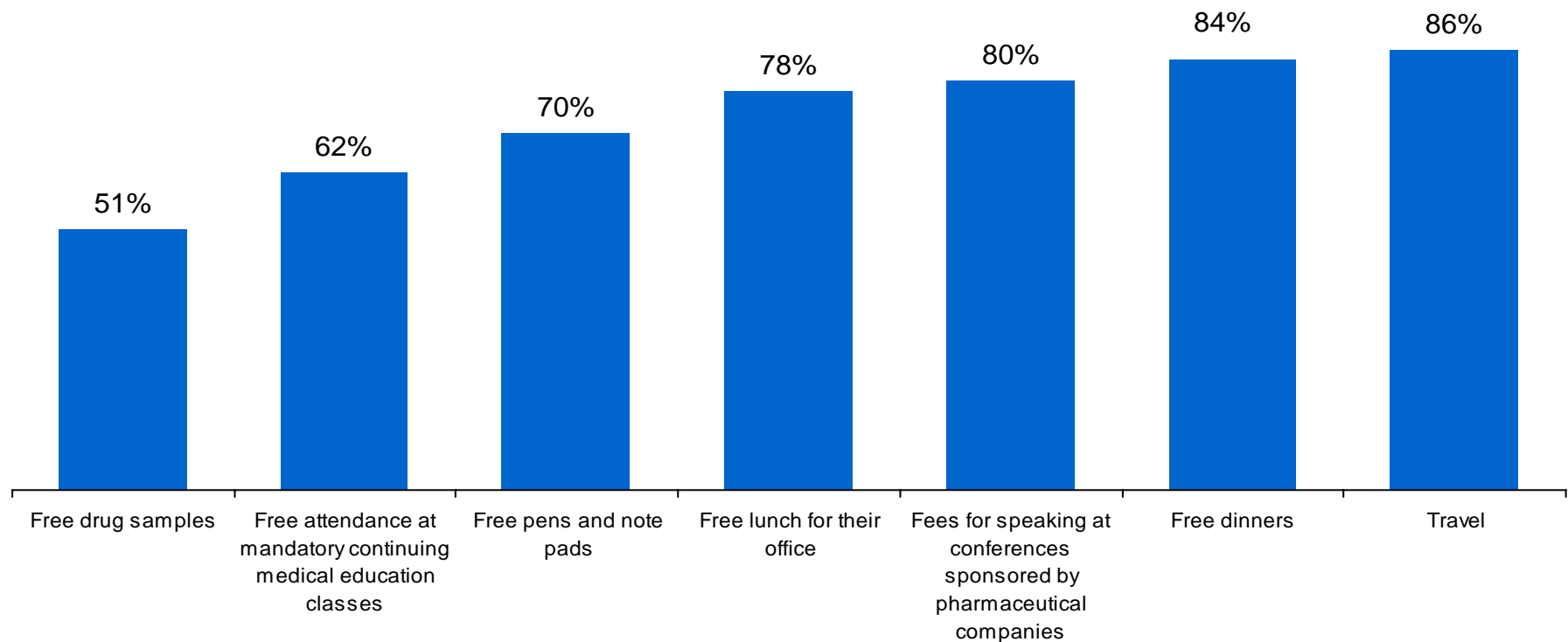
Q. How much do you think that accepting these gifts from the pharmaceutical industry influences how physicians make decisions about what medicines to prescribe?

Base: Total respondents (n=1009)

Respondents believe several types of gifts or payments should not be allowed from Pharma Companies

- Fees for speaking at conferences, free dinners and travel were all mentioned by eight-in-ten

Gifts or Payments that Should Not be Allowed from Pharma Companies



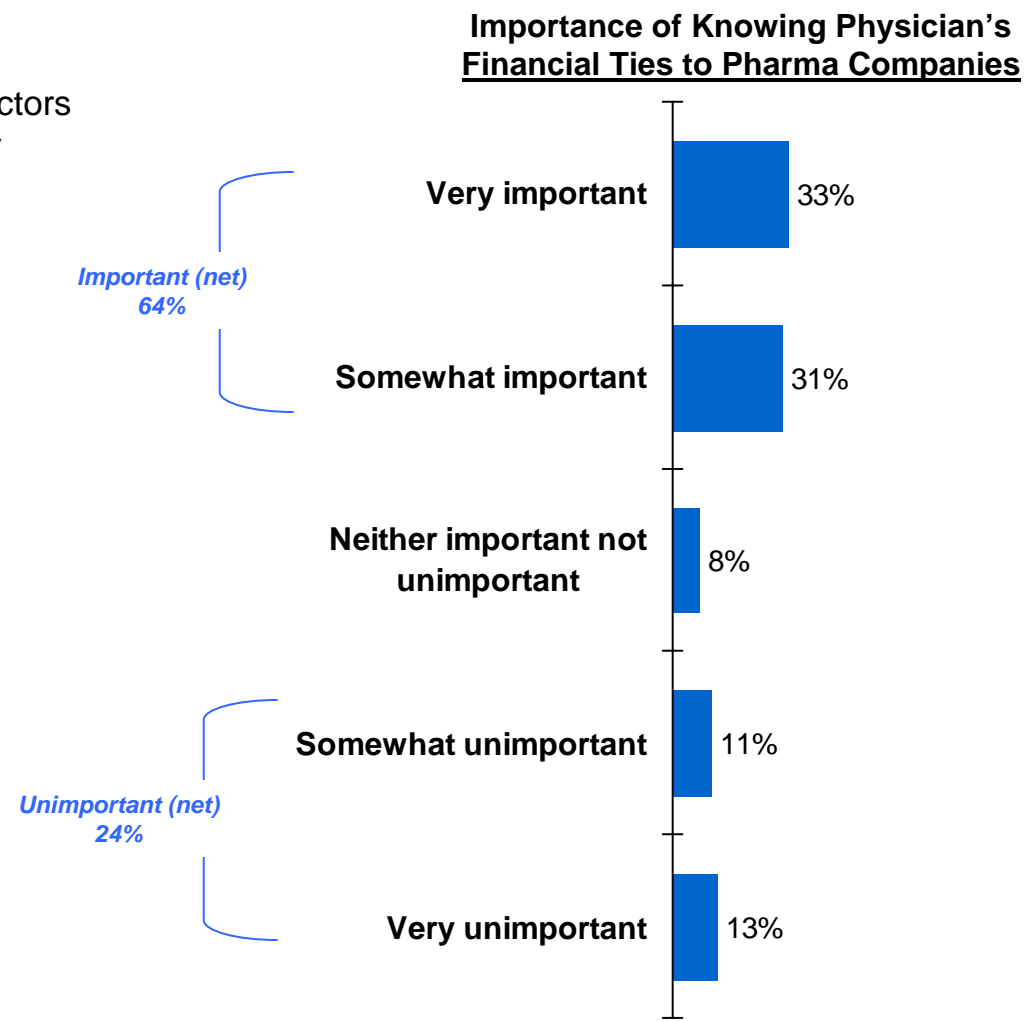
Q. Which of the following gifts or payments do you think that physicians should be allowed to receive from pharmaceutical companies? (Note that these percentages are the inverse of the results of the question asked.)

Base: Total respondents (n=1009)

Importance of knowing their physician's financial ties to pharma companies



- Surveyed adults find it important to know which pharmaceutical companies their doctors are tied to financially: 33% say this is very important and 31% say it is somewhat important.
- Only one-in-four think this information is unimportant (24%).



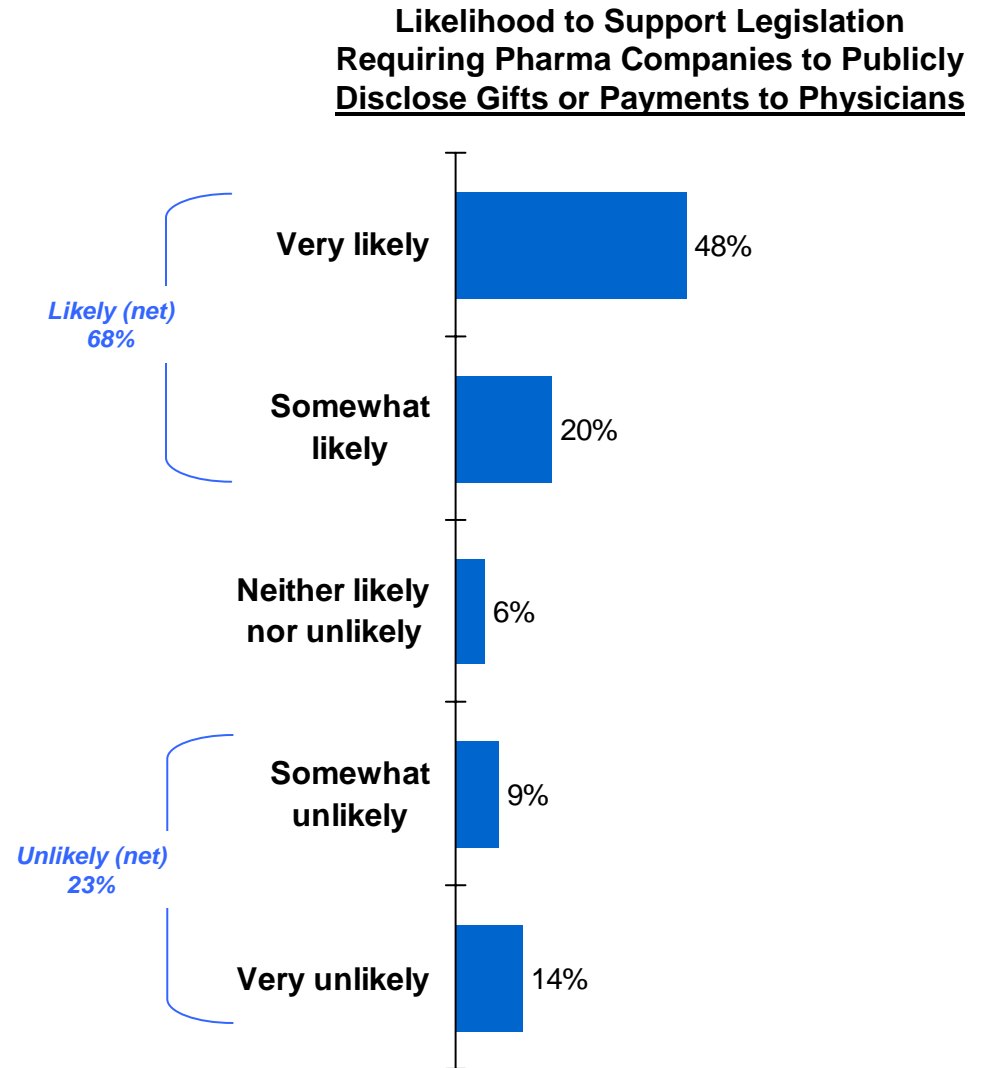
Q. How important is it for you to know what financial ties your physician has to pharmaceutical companies?

Base: Total respondents (n=1009)

The majority are likely to support legislation requiring pharma companies to disclose gifts to doctors



- About one-half of surveyed adults would be very likely to support legislation requiring pharmaceutical companies to disclose any gifts or payments made to physicians (48%), and another one-in-five would be somewhat likely (20%).
- Only one-in-four would be unlikely to support this legislation (23%).



Q. How likely would you be to support legislation that requires pharmaceutical companies to publicly disclose any gifts or payments they give to physicians?

Base: Total respondents (n=1009)

Most adults are likely to support legislation enabling clinical experts to provide unbiased info about drugs to physicians

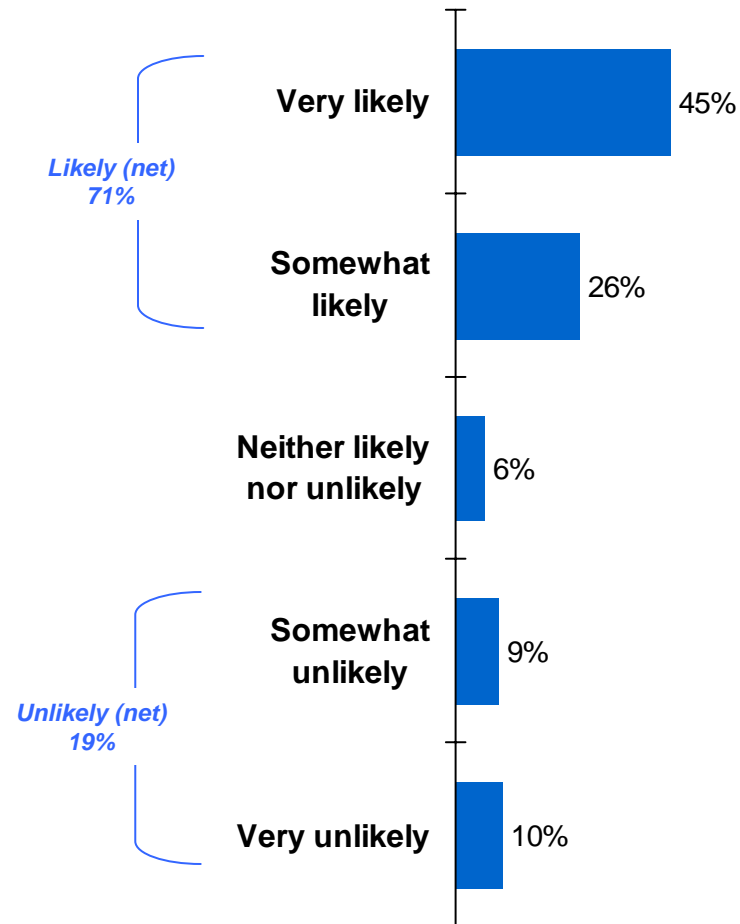
- Nearly half of surveyed adults (45%) say they would be very likely to support this type of legislation, and another one-in-four (26%) would be somewhat likely.
 - Higher income and more highly educated respondents are likely to support this type of legislation:

Household Income	
<\$25K	61%
\$25K<\$50K	80%
\$50K<\$75K	70%
\$75K+	83%

Education	
HS or less	64%
Some college	76%
College +	79%

- Only one-in-five are unlikely to support such legislation (19%).

Likelihood to Support Legislation to Enable Clinical Experts to Provide Unbiased Info about Drugs to Physicians



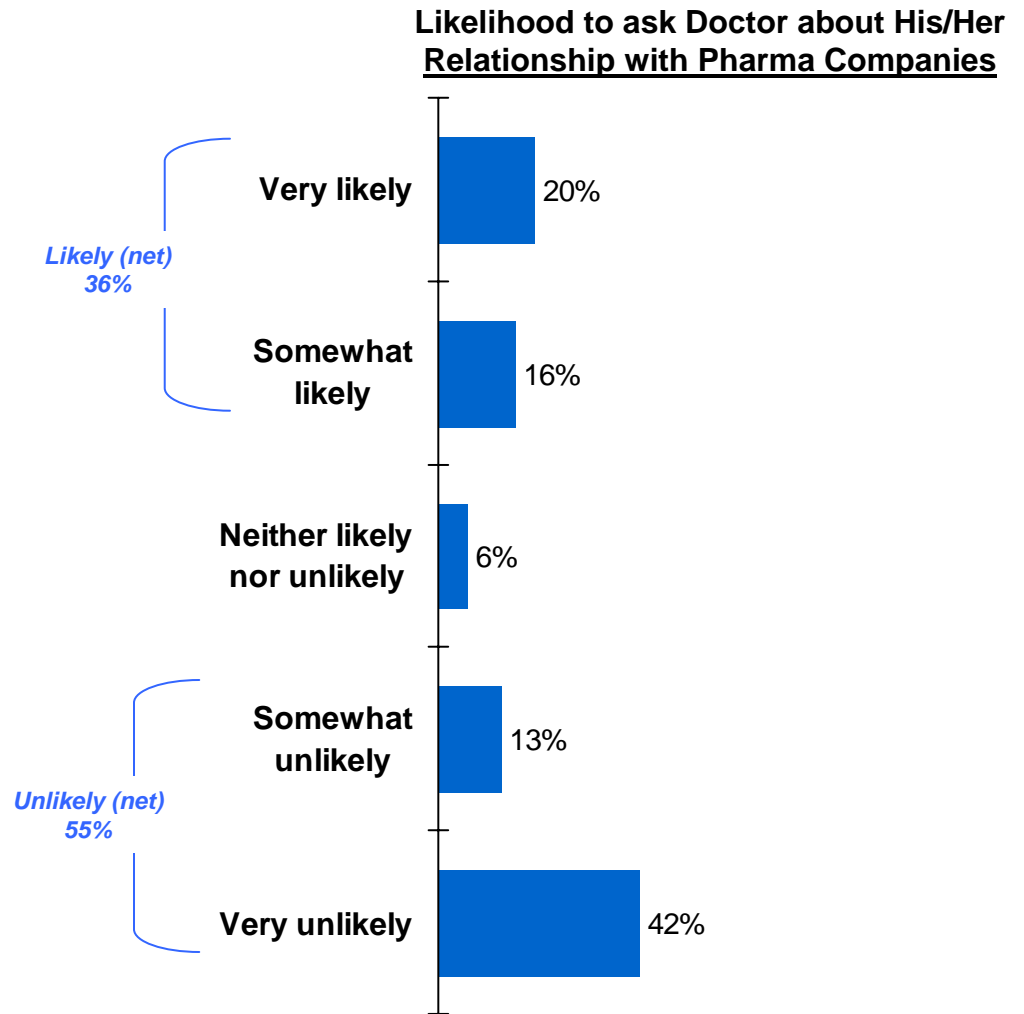
Q. How likely would you be to support legislation or programs that enable clinical experts to provide unbiased, non-commercial information about drugs to physicians in their offices?

Base: Total respondents (n=1009)

Most adults are not likely to directly ask their doctors about their relationships with pharma companies



- More than half say they would very unlikely (42%) or somewhat unlikely (13%) to ask their doctor if he/she accepted gifts, free samples, speaking fees, or other financial support from pharmaceutical companies.



Q. How likely would you be to ask your doctor if he / she accepted gifts, free samples, speaking fees or other financial support from a pharmaceutical company?

Base: Total respondents (n=1009)

Methodology

This study was conducted in ICR's *EXCEL* Omnibus. *EXCEL* is a national, weekly telephone omnibus service designed to meet the standards of quality associated with custom research studies. The *EXCEL* survey consists of a standard set of introductory and demographic questions supplemented by a changing series of questions on various topics as contracted by participating companies.

Sample Design

Each *EXCEL* survey consists of a minimum of 1,000 interviews, with 50% men and 50% women. *EXCEL* uses a fully-replicated, stratified, single-stage random-digit-dialing (RDD) sample of telephone households. Sample telephone numbers are computer-generated and loaded into on-line sample files accessed directly by the computer system. Within each sample household, one adult respondent is randomly selected using a computerized procedure based on the "Most Recent Birthday Method".

Respondents answering questions in an *EXCEL* insert specifically designed for this survey were men and women aged 18 and older.

- Over a 1 one week period (June 4– June 8, 2008), a total of 1009 adults aged 18 and older responded.

Methodology (cont'd)

Weighting

EXCEL is weighted to provide nationally representative and projectable estimates of the population ages 18+. The weighting process takes into account the disproportionate probabilities of household selection due to the number of separate telephone lines and the probability associated with the random selection of an individual household member. Following application of the above weights, the sample is post-stratified and balanced by key demographics such as age, sex, region, and education.

Margin of Error

Because this is a sample, and not an actual population, an associated margin of error applies. At a 95% level of confidence, the margin of error for this sample of 1009 is +/- 3.1%. This essentially means that we can be 95% certain that, for any percentage result for the total sample, the “true” percentage is within 3.1 percentage points of that which is actually reported.

Significant Differences

Within this report, significant differences are reported at the 95% level of confidence.

Demographic Profile

INTERNATIONAL COMMUNICATIONS RESEARCH



Demographic Profile



- This sample is comprised of men and women, evenly split, who are approximately 45 years of age (on average).
- Most are White, employed, married, and have only some college education or less.
- The average household income of this sample is about \$51K.

Total	
(n=1009)	
<i>Average Age</i>	45 years
Gender	
Male	49%
Female	51%
Ethnicity	
White	76%
Black	12%
Hispanic	15%
Employment	
Employed	63%
Not employed	36%
Marital Status	
Single	30%
Married	45%
Sep / Wid / Div	22%
Education	
HS or less	50%
Some College / Tech School	23%
College Grad +	25%
<i>Average Income</i>	\$51.3K