

TABLE OF CONTENTS

Banner

Table q1 Page 1.....1. What is your primary specialty?

Table q2 Page 2.....2. Prior to today, have you participated in medical market research?

Table q2a Page 3.....2a. Why haven't you participated in medical market research prior to today?

Table q3 Page 4.....3. How many studies have you participated in over the past 12 months?

Table q4 Online Page 5...4. How many of those (insert # from Q3) were of the following type: Online

Table q4 Telepho Page 6...4. How many of those (insert # from Q3) were of the following type: Telephone

Table q4 Inperso Page 7...4. How many of those (insert # from Q3) were of the following type: In person

Table q4 Focusgr Page 8...4. How many of those (insert # from Q3) were of the following type: Focus groups

Table q4 Other Page 9...4. How many of those (insert # from Q3) were of the following type: Other

Table q5 Online Page 10...5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? Online

Table q5 Telepho Page 11...5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? Telephone

Table q5 Inperso Page 12...5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? In person

Table q5 Focusgr Page 13...5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? Focus groups

Table q5 Other Page 14...5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? Other

Table q6 Online Page 15...6. Why didn't you enjoy your experience with this type of medical market research? Online

Table q6 Telepho Page 18...6. Why didn't you enjoy your experience with this type of medical market research? Telephone

Table q6 Inperso Page 20...6. Why didn't you enjoy your experience with this type of medical market research? In person

Table q6 Focusgr Page 21...6. Why didn't you enjoy your experience with this type of medical market research? Focus groups

Table q6 Other Page 22...6. Why didn't you enjoy your experience with this type of medical market research? Other

Table q7 Online Page 23...7. What changes, if any, would you recommend to make this type of medical market research more enjoyable? Online

TABLE OF CONTENTS

Table q7 Telepho Page 25...7. what changes, if any, would you recommend to make this type of medical market research more enjoyable? Telephone

Table q7 Inperso Page 27...7. what changes, if any, would you recommend to make this type of medical market research more enjoyable? In person

Table q7 Focusgr Page 28...7. what changes, if any, would you recommend to make this type of medical market research more enjoyable? Focus groups

Table q7 Other Page 29...7. what changes, if any, would you recommend to make this type of medical market research more enjoyable? Other

Table q8 Online Page 30...8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Online

Table q8 Telepho Page 33...8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Telephone

Table q8 Inperso Page 35...8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? In person

Table q8 Focusgr Page 37...8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Focus groups

Table q8 Other Page 39...8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Other

Table q9 Online Page 40...9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. Online

Table q9 Telepho Page 41...9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. Telephone

Table q9 Inperso Page 42...9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. In person

Table q9 Focusgr Page 43...9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. Focus groups

Table q9 Other Page 44...9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. Other

Table q10 Page 45.....10. what would be your preferred method of participating in medical market research going forward? Please check one.

Table q11a Page 46.....11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Market Assessment studies

Table q11b Page 47.....11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Product Usage studies

TABLE OF CONTENTS

Table q11c Page 48.....11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Market Simulation studies

Table q11d Page 49.....11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Sales Force Assessment studies

Table q11e Page 50.....11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Pharmaceutical Message Testing studies

Table q11f Page 51.....11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Other

Table q12 Page 52.....12. Have you ever discontinued a survey before completing?

Table q13 Page 53.....13. What type of study was it?

Table q14 Page 55.....14. Why did you discontinue the survey before the end?

1. What is your primary specialty?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
FP/GP	108 21.6	108 54.0 CDE	-	-	-
IM	92 18.4	92 46.0 CDE	-	-	-
Oncology	100 20.0	-	100 100.0	-	-
Rheumatology	100 20.0	-	-	100 100.0	-
Endocrinology	100 20.0	-	-	-	100 100.0

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

2. Prior to today, have you participated in medical market research?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
Yes	471 94.2	189 94.5	96 96.0	92 92.0	94 94.0
No	29 5.8	11 5.5	4 4.0	8 8.0	6 6.0

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

2a. why haven't you participated in medical market research prior to today?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	29 100.0	11 100.0	4 100.0	8 100.0	6 100.0
Too Busy / Not enough time	14 48.3	5 45.5	3 75.0 E	5 62.5 E	1 16.7
Not invited until now	10 34.5	5 45.5 d	1 25.0	1 12.5	3 50.0
Don't know	2 6.9	1 9.1	-	1 12.5	-
Topic	2 6.9	-	-	-	2 33.3 bcd
No interest	1 3.4	-	-	1 12.5	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

3. How many studies have you participated in over the past 12 months?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	471 100.0	189 100.0	96 100.0	92 100.0	94 100.0
1-2	35 7.4	15 7.9 c	3 3.1	11 12.0 c	6 6.4
3-5	107 22.7	40 21.2	18 18.8	26 28.3	23 24.5
6-10	130 27.6	47 24.9	27 28.1	29 31.5	27 28.7
11-15	73 15.5	28 14.8	17 17.7	12 13.0	16 17.0
16-20	55 11.7	24 12.7	12 12.5	9 9.8	10 10.6
21+	71 15.1	35 18.5 d	19 19.8 d	5 5.4	12 12.8 d
MEAN	14.69	16.36 D	18.81 De	9.23	12.46 D
STANDARD DEVIATION	21.60	24.15	29.31	8.52	13.10
MEDIAN	10.00	10.00	11.00	6.00	10.00

Comparison Groups: BCDE
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

4. How many of those (insert # from Q3) were of the following type: Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	471 100.0	189 100.0	96 100.0	92 100.0	94 100.0
0	12 2.5	6 3.2	1 1.0	3 3.3	2 2.1
1-2	58 12.3	20 10.6	8 8.3	17 18.5 bc	13 13.8
3-5	125 26.5	42 22.2	29 30.2	29 31.5	25 26.6
6-10	127 27.0	52 27.5	21 21.9	26 28.3	28 29.8
11-15	49 10.4	16 8.5	17 17.7 BD	6 6.5	10 10.6
16-20	43 9.1	21 11.1	6 6.2	8 8.7	8 8.5
21+	57 12.1	32 16.9 DE	14 14.6 D	3 3.3	8 8.5
MEAN	11.73	14.17	13.81	6.84	9.49
STANDARD DEVIATION	18.48	23.41	20.15	6.34	10.90
MEDIAN	7.00	8.00	8.00	5.00	6.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

4. How many of those (insert # from Q3) were of the following type: Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	471 100.0	189 100.0	96 100.0	92 100.0	94 100.0
0	200 42.5	89 47.1 C	34 35.4	40 43.5	37 39.4
1-2	204 43.3	82 43.4	36 37.5	40 43.5	46 48.9
3-5	51 10.8	14 7.4	17 17.7 Be	12 13.0	8 8.5
6-10	13 2.8	4 2.1 D	6 6.2 D	-	3 3.2 d
11-15	1 0.2	-	1 1.0	-	-
16-20	1 0.2	-	1 1.0	-	-
21+	1 0.2	-	1 1.0	-	-
MEAN	1.48	1.04	2.97	1.11	1.19
STANDARD DEVIATION	4.29	1.43	8.92 BDe	1.36	1.67
MEDIAN	1.00	1.00	1.00	1.00	1.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

4. How many of those (insert # from Q3) were of the following type: In person

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	471 100.0	189 100.0	96 100.0	92 100.0	94 100.0
0	320 67.9	140 74.1 E	65 67.7 e	64 69.6 E	51 54.3
1-2	110 23.4	37 19.6	21 21.9	20 21.7	32 34.0 Bcd
3-5	28 5.9	10 5.3	6 6.2	5 5.4	7 7.4
6-10	9 1.9	2 1.1	2 2.1	2 2.2	3 3.2
11-15	3 0.6	-	1 1.0	1 1.1	1 1.1
16-20	1 0.2	-	1 1.0	-	-
21+	-	-	-	-	-
MEAN	0.82	0.56	1.07 B	0.77	1.11 B
STANDARD DEVIATION	1.97	1.31	2.71	1.96	2.14
MEDIAN	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

4. How many of those (insert # from Q3) were of the following type: Focus groups

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	471 100.0	189 100.0	96 100.0	92 100.0	94 100.0
0	325 69.0	137 72.5	62 64.6	66 71.7	60 63.8
1-2	116 24.6	44 23.3	23 24.0	21 22.8	28 29.8
3-5	25 5.3	5 2.6	10 10.4 B	5 5.4	5 5.3
6-10	5 1.1	3 1.6 d	1 1.0	-	1 1.1
11-15	-	-	-	-	-
16-20	-	-	-	-	-
21+	-	-	-	-	-
MEAN	0.63	0.58	0.81 d	0.49	0.67
STANDARD DEVIATION	1.36	1.48	1.48	1.02	1.26
MEDIAN	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

4. How many of those (insert # from Q3) were of the following type: Other

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	467 100.0	188 100.0	96 100.0	89 100.0	94 100.0
0	463 99.1	187 99.5	94 97.9	88 98.9	94 100.0
1-2	2 0.4	1 0.5	-	1 1.1	-
3-5	1 0.2	-	1 1.0	-	-
6-10	1 0.2	-	1 1.0	-	-
11-15	-	-	-	-	-
16-20	-	-	-	-	-
21+	-	-	-	-	-
MEAN	0.04	0.01	0.15 b	0.02	0.00
STANDARD DEVIATION	0.51	0.07	1.10	0.21	0.00
MEDIAN	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	459 100.0	183 100.0	95 100.0	89 100.0	92 100.0
1	1 0.2	1 0.5	-	-	-
2	7 1.5	2 1.1	2 2.1	1 1.1	2 2.2
3	11 2.4	5 2.7	1 1.1	1 1.1	4 4.3
4	46 10.0	11 6.0	9 9.5	12 13.5 b	14 15.2 B
5	110 24.0	40 21.9	29 30.5	21 23.6	20 21.7
6	150 32.7	60 32.8	29 30.5	32 36.0	29 31.5
7	134 29.2	64 35.0 de	25 26.3	22 24.7	23 25.0
Top 2	284 61.9	124 67.8 ce	54 56.8	54 60.7	52 56.5
MEAN	5.71	5.86 E	5.65	5.66	5.51
STANDARD DEVIATION	1.17	1.16	1.13	1.10	1.26
MEDIAN	6.00	6.00	6.00	6.00	6.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	271 100.0	100 100.0	62 100.0	52 100.0	57 100.0
1	2 0.7	1 1.0	1 1.6	-	-
2	7 2.6	3 3.0 c	-	3 5.8 c	1 1.8
3	13 4.8	7 7.0 c	1 1.6	1 1.9	4 7.0
4	45 16.6	22 22.0 d	10 16.1	6 11.5	7 12.3
5	73 26.9	28 28.0	18 29.0	11 21.2	16 28.1
6	71 26.2	19 19.0	24 38.7 Be	14 26.9	14 24.6
7	60 22.1	20 20.0	8 12.9	17 32.7 bc	15 26.3 c
Top 2	131 48.3	39 39.0	32 51.6	31 59.6 B	29 50.9
MEAN	5.34	5.10	5.39	5.60 B	5.46
STANDARD DEVIATION	1.32	1.39	1.12	1.40	1.30
MEDIAN	5.00	5.00	6.00	6.00	6.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? In person

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	151 100.0	49 100.0	31 100.0	28 100.0	43 100.0
1	1 0.7	1 2.0	-	-	-
2	2 1.3	1 2.0	-	1 3.6	-
3	5 3.3	1 2.0	3 9.7 d	-	1 2.3
4	21 13.9	11 22.4 E	4 12.9	3 10.7	3 7.0
5	34 22.5	8 16.3	7 22.6	5 17.9	14 32.6 b
6	44 29.1	12 24.5	11 35.5	6 21.4	15 34.9
7	44 29.1	15 30.6	6 19.4	13 46.4 CE	10 23.3
Top 2	88 58.3	27 55.1	17 54.8	19 67.9	25 58.1
MEAN	5.60	5.45	5.42	5.93	5.70
STANDARD DEVIATION	1.27	1.46	1.23	1.30	0.99
MEDIAN	6.00	6.00	6.00	6.00	6.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? Focus groups

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	146 100.0	52 100.0	34 100.0	26 100.0	34 100.0
1	1 0.7	1 1.9	-	-	-
2	5 3.4	2 3.8	1 2.9	-	2 5.9
3	3 2.1	1 1.9	2 5.9	-	-
4	18 12.3	6 11.5	1 2.9	4 15.4	7 20.6 C
5	41 28.1	15 28.8	10 29.4	5 19.2	11 32.4
6	35 24.0	11 21.2	9 26.5	7 26.9	8 23.5
7	43 29.5	16 30.8	11 32.4	10 38.5 e	6 17.6
Top 2	78 53.4	27 51.9	20 58.8	17 65.4 e	14 41.2
MEAN	5.53	5.48	5.68	5.88 E	5.21
STANDARD DEVIATION	1.33	1.45	1.30	1.11	1.30
MEDIAN	6.00	6.00	6.00	6.00	5.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

5. On a scale of 1 to 7, where 1 is "did not enjoy" and 7 is "enjoyed very much," how enjoyable was your experience with each of the types of medical market research studies in which you participated? Other

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	4 100.0	1 100.0	2 100.0	1 100.0	-
1	-	-	-	-	-
2	1 25.0	1 100.0	-	-	-
3	-	-	-	-	-
4	1 25.0	-	-	1 100.0	-
5	-	-	-	-	-
6	-	-	-	-	-
7	2 50.0	-	2 100.0	-	-
Top 2	2 50.0	-	2 100.0	-	-
MEAN	5.00	2.00	7.00	4.00	-
STANDARD DEVIATION	2.45	0.00	0.00	0.00	-
MEDIAN	5.50	2.00	7.00	4.00	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

6. Why didn't you enjoy your experience with this type of medical market research? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	65 100.0	19 100.0	12 100.0	14 100.0	20 100.0
Too long / Time consuming	14 21.5	8 42.1 DE	3 25.0	1 7.1	2 10.0
Repetitive / tedious	27 41.5	11 57.9 E	6 50.0	5 35.7	5 25.0
Longer than stated	3 4.6	-	1 8.3	-	2 10.0
Boring	9 13.8	1 5.3	2 16.7	4 28.6 b	2 10.0
Impersonal / no interaction with interviewer	2 3.1	-	2 16.7	-	-
Inconvenient / Has to be done at scheduled time / Inability to start and stop / Inflexible	2 3.1	-	-	1 7.1	1 5.0
Travel time	-	-	-	-	-
Answers limited	3 4.6	-	-	2 14.3	1 5.0
Poor questions / Questions sometimes difficult to answer	9 13.8	3 15.8 c	-	3 21.4 c	3 15.0 c
Low pay	-	-	-	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

6. Why didn't you enjoy your experience with this type of medical market research? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
Lack of progress indicator	1 1.5	1 5.3	-	-	-
Untrained interviewer	-	-	-	-	-
Easier to see info than hear it	-	-	-	-	-
Questions fired too fast	-	-	-	-	-
Technical errors	-	-	-	-	-
Too personal	-	-	-	-	-
Too aggressive	-	-	-	-	-
Subjects - marketing and advertisement	-	-	-	-	-
Depends on moderator	-	-	-	-	-
Don't get to express opinions	1 1.5	-	-	-	1 5.0
Irrelevant to practice	-	-	-	-	-
Rarely done	-	-	-	-	-
Missing information	-	-	-	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

6. Why didn't you enjoy your experience with this type of medical market research? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
Doesn't use/Doesn't prescribe	-	-	-	-	-
Not applicable	7 10.8	1 5.3	2 16.7	1 7.1	3 15.0
Doesn't treat	-	-	-	-	-
None/Nothing	1 1.5	-	-	-	1 5.0
Refused	1 1.5	-	-	-	1 5.0
Don't know	1 1.5	-	-	1 7.1	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

6. Why didn't you enjoy your experience with this type of medical market research? Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	67 100.0	33 100.0	12 100.0	10 100.0	12 100.0
Inconvenient / Has to be done at scheduled time / Inability to start and stop / Inflexible	24 35.8	12 36.4 D	7 58.3 D	1 10.0	4 33.3
Too long / Time consuming	21 31.3	10 30.3	2 16.7	4 40.0	5 41.7
Repetitive / tedious	7 10.4	4 12.1 C	-	2 20.0	1 8.3
Boring	4 6.0	1 3.0	-	2 20.0	1 8.3
Not applicable	4 6.0	1 3.0	3 25.0 bDE	-	-
Untrained interviewer	3 4.5	-	1 8.3	1 10.0	1 8.3
Longer than stated	2 3.0	2 6.1	-	-	-
Impersonal / no interaction with interviewer	2 3.0	1 3.0	-	1 10.0	-
Poor questions / Questions sometimes difficult to answer	2 3.0	2 6.1	-	-	-
Don't know	2 3.0	1 3.0	-	1 10.0	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

6. Why didn't you enjoy your experience with this type of medical market research? Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
Easier to see info than hear it	1 1.5	1 3.0	-	-	-
Questions fired too fast	1 1.5	-	-	-	1 8.3
Technical errors	1 1.5	1 3.0	-	-	-
Refused	1 1.5	-	-	-	1 8.3

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

6. Why didn't you enjoy your experience with this type of medical market research? In person

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	29 100.0	14 100.0	7 100.0	4 100.0	4 100.0
Inconvenient / Has to be done at scheduled time / Inability to start and stop / Inflexible	11 37.9	6 42.9 D	2 28.6 d	-	3 75.0 CD
Too long / Time consuming	7 24.1	2 14.3	2 28.6	2 50.0	1 25.0
Repetitive / tedious	3 10.3	-	2 28.6 bd	-	1 25.0
Travel time	3 10.3	1 7.1	1 14.3	1 25.0	-
Not applicable	3 10.3	1 7.1	1 14.3	1 25.0	-
Poor questions / Questions sometimes difficult to answer	1 3.4	1 7.1	-	-	-
Too personal	1 3.4	1 7.1	-	-	-
Too aggressive	1 3.4	1 7.1	-	-	-
Subjects - marketing and advertisement	1 3.4	-	1 14.3	-	-
Depends on moderator	1 3.4	1 7.1	-	-	-
Don't know	1 3.4	-	-	1 25.0	-

Comparison Groups: BCDE

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

6. Why didn't you enjoy your experience with this type of medical market research? Focus groups

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	27 100.0	10 100.0	4 100.0	4 100.0	9 100.0
Inconvenient / Has to be done at scheduled time / Inability to start and stop / Inflexible	9 33.3	4 40.0 D	1 25.0	-	4 44.4 D
Too long / Time consuming	6 22.2	2 20.0	2 50.0	1 25.0	1 11.1
Don't get to express opinions	5 18.5	-	1 25.0	1 25.0	3 33.3 B
Repetitive / tedious	2 7.4	1 10.0	-	-	1 11.1
Impersonal / no interaction with interviewer	2 7.4	1 10.0	1 25.0	-	-
Travel time	2 7.4	1 10.0	-	1 25.0	-
Poor questions / Questions sometimes difficult to answer	1 3.7	1 10.0	-	-	-
Not applicable	1 3.7	1 10.0	-	-	-
Don't know	1 3.7	-	-	1 25.0	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

6. Why didn't you enjoy your experience with this type of medical market research? Other

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	2 100.0	1 100.0	-	1 100.0	-
Too long / Time consuming	2 100.0	1 100.0	-	1 100.0	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

7. What changes, if any, would you recommend to make this type of medical market research more enjoyable? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	65 100.0	19 100.0	12 100.0	14 100.0	20 100.0
Shorter surveys / fewer questions	16 24.6	5 26.3	3 25.0	3 21.4	5 25.0
Better questions / more precise questions	12 18.5	2 10.5	2 16.7	6 42.9 BE	2 10.0
Less repetition/ redundancy	9 13.8	6 31.6 cdE	1 8.3	1 7.1	1 5.0
None/Nothing	8 12.3	2 10.5	2 16.7	1 7.1	3 15.0
Number totals	3 4.6	-	-	-	3 15.0 bcd
Stay within time	3 4.6	-	-	1 7.1	2 10.0
Less grid work/tables	3 4.6	1 5.3	2 16.7	-	-
Different format	3 4.6	1 5.3	1 8.3	-	1 5.0
Pay more	2 3.1	1 5.3	-	-	1 5.0
More visuals	2 3.1	1 5.3	-	1 7.1	-
Don't limit response	2 3.1	1 5.3	-	-	1 5.0

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

7. What changes, if any, would you recommend to make this type of medical market research more enjoyable? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
More knowledgeable interviewers	1 1.5	-	-	-	1 5.0
More flexible schedules	1 1.5	-	1 8.3	-	-
Progress indicator	1 1.5	1 5.3	-	-	-
Limit number of scenarios	1 1.5	-	-	1 7.1	-
No scrolling through charts on screen	1 1.5	-	1 8.3	-	-
Video assistance	1 1.5	-	-	-	1 5.0
Easier navigation	1 1.5	-	1 8.3	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

7. What changes, if any, would you recommend to make this type of medical market research more enjoyable? Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	67 100.0	33 100.0	12 100.0	10 100.0	12 100.0
Shorter surveys / fewer questions	16 23.9	7 21.2	3 25.0	4 40.0	2 16.7
None/Nothing	13 19.4	8 24.2	1 8.3	2 20.0	2 16.7
More flexible schedules	11 16.4	5 15.2	4 33.3 D	-	2 16.7
More knowledgeable interviewers	8 11.9	2 6.1	3 25.0	1 10.0	2 16.7
Less repetition/ redundancy	3 4.5	3 9.1 cde	-	-	-
Stay within time	3 4.5	2 6.1	1 8.3	-	-
Different format	3 4.5	2 6.1	-	1 10.0	-
Pay more	2 3.0	1 3.0	-	-	1 8.3
Better questions / more precise questions	2 3.0	1 3.0	-	-	1 8.3
Video assistance	2 3.0	1 3.0	-	1 10.0	-
More visuals	1 1.5	-	-	-	1 8.3

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

7. What changes, if any, would you recommend to make this type of medical market research more enjoyable? Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
Send grids in advance	1 1.5	-	-	-	1 8.3
No technical glitches	1 1.5	1 3.0	-	-	-
More screeners to enroll physicians	1 1.5	1 3.0	-	-	-
Tell in advance what prompts will be	1 1.5	-	-	1 10.0	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

7. What changes, if any, would you recommend to make this type of medical market research more enjoyable? In person

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	29 100.0	14 100.0	7 100.0	4 100.0	4 100.0
None/Nothing	8 27.6	5 35.7 E	1 14.3	2 50.0 E	-
Shorter surveys / fewer questions	6 20.7	1 7.1	2 28.6	1 25.0	2 50.0 b
More flexible schedules	5 17.2	3 21.4 de	2 28.6 de	-	-
Pay more	3 10.3	2 14.3	1 14.3	-	-
Less travel time	2 6.9	-	-	1 25.0	1 25.0
Less aggressive tone / more friendly moderator	2 6.9	2 14.3	-	-	-
Less repetition/ redundancy	1 3.4	-	-	-	1 25.0
More knowledgeable interviewers	1 3.4	-	1 14.3	-	-
Different format	1 3.4	1 7.1	-	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

7. What changes, if any, would you recommend to make this type of medical market research more enjoyable? Focus groups

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	27 100.0	10 100.0	4 100.0	4 100.0	9 100.0
Smaller groups	6 22.2	2 20.0	1 25.0	1 25.0	2 22.2
None/Nothing	4 14.8	3 30.0 CE	-	1 25.0	-
Shorter surveys / fewer questions	3 11.1	2 20.0	-	1 25.0	-
More flexible schedules	3 11.1	-	1 25.0	1 25.0	1 11.1
More knowledgeable interviewers	2 7.4	-	-	-	2 22.2
Different format	2 7.4	1 10.0	-	-	1 11.1
Less travel time	2 7.4	1 10.0	-	-	1 11.1
Ensure appropriate discussion	2 7.4	-	1 25.0	-	1 11.1
Pay more	1 3.7	-	1 25.0	-	-
Less aggressive tone / more friendly moderator	1 3.7	1 10.0	-	-	-
Ensure universal participation	1 3.7	-	-	-	1 11.1

Comparison Groups: BCDE

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

7. What changes, if any, would you recommend to make this type of medical market research more enjoyable? Other

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	2 100.0	1 100.0	-	1 100.0	-
Shorter surveys / fewer questions	1 50.0	-	-	1 100.0	-
Pay more	1 50.0	1 100.0	-	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	394 100.0	164 100.0	83 100.0	75 100.0	72 100.0
None/Nothing	157 39.8	80 48.8 CdE	26 31.3	27 36.0	24 33.3
Shorter surveys / fewer questions	54 13.7	12 7.3	15 18.1 B	15 20.0 B	12 16.7 b
Better questions / more precise questions	42 10.7	12 7.3	9 10.8	14 18.7 B	7 9.7
Less repetition/ redundancy	35 8.9	13 7.9	9 10.8	5 6.7	8 11.1
Better compensation	17 4.3	10 6.1 CD	1 1.2	1 1.3	5 6.9 cd
Accurate time to complete estimates	15 3.8	5 3.0	4 4.8	5 6.7 e	1 1.4
More flexible schedules	14 3.6	5 3.0	2 2.4	2 2.7	5 6.9
Always have progress bar	14 3.6	7 4.3	4 4.8	1 1.3	2 2.8
Ease of navigation	12 3.0	4 2.4 D	5 6.0 D	-	3 4.2 d
Fewer qualifying questions / Stop qualifying questions or compensate for them	10 2.5	4 2.4	3 3.6	1 1.3	2 2.8

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
Quicker download times for pages	8 2.0	5 3.0 C	-	2 2.7	1 1.4
Ability to go back to change answers	7 1.8	1 0.6	2 2.4	-	4 5.6 bD
Less grid questions	7 1.8	2 1.2	1 1.2	1 1.3	3 4.2
More point and click / less typing	6 1.5	3 1.8	1 1.2	1 1.3	1 1.4
More visuals	6 1.5	1 0.6	3 3.6	1 1.3	1 1.4
Clear instructions / Simple	5 1.3	1 0.6	2 2.4	-	2 2.8
Give N/A option always	3 0.8	2 1.2	1 1.2	-	-
Auto-fill blanks	3 0.8	-	2 2.4	-	1 1.4
More frequent	2 0.5	2 1.2	-	-	-
Limit need for scrolling	2 0.5	-	-	2 2.7	-
Show current total for sum questions	2 0.5	1 0.6	-	1 1.3	-
User friendly	2 0.5	-	1 1.2	-	1 1.4

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
No technical glitches	1 0.3	1 0.6	-	-	-
No questions that force answer you disagree with	1 0.3	1 0.6	-	-	-
More educational surveys	1 0.3	1 0.6	-	-	-
Offer compilation of data from study	1 0.3	-	-	1 1.3	-
Online chat person for immediate assistance	1 0.3	-	-	-	1 1.4
Exclude patient charts	1 0.3	-	1 1.2	-	-
Less clicking	1 0.3	-	1 1.2	-	-
Ability to expand on answers	1 0.3	-	1 1.2	-	-
Interactive case reports help	1 0.3	-	1 1.2	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	204 100.0	67 100.0	50 100.0	42 100.0	45 100.0
None/Nothing	126 61.8	47 70.1	31 62.0	23 54.8	25 55.6
More flexible schedules	17 8.3	3 4.5	5 10.0	5 11.9	4 8.9
Shorter surveys / fewer questions	15 7.4	2 3.0	6 12.0 b	4 9.5	3 6.7
More knowledgeable interviewers / Ability to pronounce correctly	13 6.4	3 4.5	3 6.0	3 7.1	4 8.9
Less repetition/ redundancy	7 3.4	3 4.5 d	2 4.0	-	2 4.4
Send some materials/ questions ahead of time	6 2.9	2 3.0	2 4.0	1 2.4	1 2.2
Simultaneous online	6 2.9	2 3.0	1 2.0	1 2.4	2 4.4
Not applicable	3 1.5	-	-	2 4.8	1 2.2
Better questions / more precise questions	3 1.5	-	2 4.0	-	1 2.2
Better compensation	3 1.5	2 3.0	-	-	1 2.2
Accurate time to complete estimates	2 1.0	1 1.5	-	-	1 2.2

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
No technical glitches	2 1.0	-	-	1 2.4	1 2.2
Not from rehearsed script	2 1.0	-	-	2 4.8	-
Fewer qualifying questions / Stop qualifying questions or compensate for them	1 0.5	-	1 2.0	-	-
More visuals	1 0.5	-	1 2.0	-	-
Less grid questions	1 0.5	-	-	1 2.4	-
More educational surveys	1 0.5	1 1.5	-	-	-
Moves at my pace rather than interviewer's pace	1 0.5	1 1.5	-	-	-
Allow everyone to participate	1 0.5	-	1 2.0	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? In person

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	122 100.0	35 100.0	24 100.0	24 100.0	39 100.0
None/Nothing	68 55.7	24 68.6	13 54.2	9 37.5	22 56.4
More knowledgeable interviewers / Ability to pronounce correctly	10 8.2	3 8.6	3 12.5	1 4.2	3 7.7
Shorter surveys / fewer questions	9 7.4	3 8.6	3 12.5	2 8.3	1 2.6
More flexible schedules	7 5.7	1 2.9	2 8.3	3 12.5	1 2.6
Better compensation	5 4.1	-	1 4.2	1 4.2	3 7.7 b
Closer to home / Accessible	5 4.1	-	1 4.2	2 8.3	2 5.1
Accurate time to complete estimates	4 3.3	1 2.9	-	1 4.2	2 5.1
Better questions / more precise questions	4 3.3	1 2.9	-	1 4.2	2 5.1
Not applicable	3 2.5	-	-	2 8.3	1 2.6
Less repetition/ redundancy	3 2.5	1 2.9	2 8.3	-	-
More visuals	1 0.8	-	1 4.2	-	-

Comparison Groups: BCDE
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? In person

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
Less grid questions	1 0.8	1 2.9	-	-	-
Simultaneous online	1 0.8	-	-	1 4.2	-
Improved surroundings	1 0.8	-	-	-	1 2.6
Stay focused	1 0.8	-	-	-	1 2.6
Allow everyone to participate	1 0.8	-	-	1 4.2	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Focus groups

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	119 100.0	42 100.0	30 100.0	22 100.0	25 100.0
None/Nothing	76 63.9	27 64.3	14 46.7	17 77.3 C	18 72.0 C
More flexible schedules	8 6.7	3 7.1	2 6.7	1 4.5	2 8.0
Shorter surveys / fewer questions	7 5.9	3 7.1 e	3 10.0 e	1 4.5	-
Closer to home / Accessible	7 5.9	2 4.8	2 6.7	1 4.5	2 8.0
Better questions / more precise questions	6 5.0	1 2.4	4 13.3 bD	-	1 4.0
Better compensation	5 4.2	2 4.8	2 6.7	-	1 4.0
Not applicable	3 2.5	-	-	2 9.1	1 4.0
Stay focused	3 2.5	1 2.4	2 6.7	-	-
Less repetition/ redundancy	2 1.7	-	1 3.3	-	1 4.0
More knowledgeable interviewers / Ability to pronounce correctly	2 1.7	-	1 3.3	-	1 4.0
Limit number of participants	2 1.7	1 2.4	1 3.3	-	-

Comparison Groups: BCDE

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Focus groups

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
Allow everyone to participate	2 1.7	1 2.4	1 3.3	-	-
Too often an advertisement	1 0.8	1 2.4	-	-	-
Don't split into teams	1 0.8	1 2.4	-	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

8. Although you indicated that you enjoyed the experience with this type of market research, do you have any suggestions for improvement? Other

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	2 100.0	-	2 100.0	-	-
None/Nothing	1 50.0	-	1 50.0	-	-
More flexible schedules	1 50.0	-	1 50.0	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. Online

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	373 74.6	164 82.0 CDE	70 70.0	68 68.0	71 71.0
2	71 14.2	21 10.5	19 19.0 b	18 18.0 b	13 13.0
3	26 5.2	9 4.5	2 2.0	9 9.0 C	6 6.0
4	30 6.0	6 3.0	9 9.0 b	5 5.0	10 10.0 B
5	-	-	-	-	-
MEAN	1.43	1.28	1.50 B	1.51 B	1.55 B
STANDARD DEVIATION	0.84	0.69	0.92	0.86	0.99
MEDIAN	1.00	1.00	1.00	1.00	1.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. Telephone

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	44 8.8	15 7.5	10 10.0	12 12.0	7 7.0
2	235 47.0	97 48.5	44 44.0	44 44.0	50 50.0
3	135 27.0	51 25.5	33 33.0	25 25.0	26 26.0
4	85 17.0	37 18.5	12 12.0	19 19.0	17 17.0
5	1 0.2	-	1 1.0	-	-
MEAN	2.53	2.55	2.50	2.51	2.53
STANDARD DEVIATION	0.88	0.88	0.87	0.94	0.86
MEDIAN	2.00	2.00	2.00	2.00	2.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. In person

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	43 8.6	10 5.0	8 8.0	10 10.0	15 15.0 B
2	90 18.0	34 17.0	20 20.0	18 18.0	18 18.0
3	194 38.8	78 39.0	34 34.0	44 44.0	38 38.0
4	171 34.2	76 38.0 d	38 38.0	28 28.0	29 29.0
5	2 0.4	2 1.0	-	-	-
MEAN	3.00	3.13	3.02	2.90	2.81
STANDARD DEVIATION	0.94	0.88	0.95	0.93	1.02
MEDIAN	3.00	3.00	3.00	3.00	3.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. Focus groups

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	39 7.8	11 5.5	11 11.0	10 10.0	7 7.0
2	98 19.6	46 23.0	16 16.0	19 19.0	17 17.0
3	144 28.8	62 31.0	31 31.0	21 21.0	30 30.0
		d			
4	214 42.8	81 40.5	41 41.0	48 48.0	44 44.0
5	5 1.0	-	1 1.0	2 2.0	2 2.0
MEAN	3.10	3.06	3.05	3.13	3.17
STANDARD DEVIATION	0.98	0.92	1.03	1.07	0.97
MEDIAN	3.00	3.00	3.00	3.50	3.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

9. Please rank the following types of medical market research so that 1 represents the type of research in which you (would) most enjoy participating. Other

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	13 100.0	3 100.0	2 100.0	5 100.0	3 100.0
1	1 7.7	-	1 50.0	-	-
2	6 46.2	2 66.7	1 50.0	1 20.0	2 66.7
3	1 7.7	-	-	1 20.0	-
4	-	-	-	-	-
5	5 38.5	1 33.3	-	3 60.0 C	1 33.3
MEAN	3.15	3.00	1.50	4.00 C	3.00
STANDARD DEVIATION	1.57	1.73	0.71	1.41 C	1.73
MEDIAN	2.00	2.00	1.50	5.00	2.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

10. What would be your preferred method of participating in medical market research going forward?
 Please check one.

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
Online	404 80.8	168 84.0	78 78.0	78 78.0	80 80.0
Telephone	39 7.8	12 6.0	10 10.0	10 10.0	7 7.0
In person	31 6.2	11 5.5	6 6.0	6 6.0	8 8.0
Focus groups	26 5.2	9 4.5	6 6.0	6 6.0	5 5.0
Advisory Board	1 0.2	-	1 1.0	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Market Assessment studies

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	1 0.2	-	-	-	1 1.0
2	1 0.2	1 0.5	-	-	-
3	6 1.2	3 1.5 d	2 2.0	-	1 1.0
4	40 8.0	13 6.5	16 16.0 BDE	6 6.0	5 5.0
5	102 20.4	48 24.0 C	14 14.0	23 23.0 C	17 17.0
6	175 35.0	74 37.0 d	36 36.0	27 27.0	38 38.0 d
7	175 35.0	61 30.5	32 32.0	44 44.0 BC	38 38.0
Top 2	350 70.0	135 67.5	68 68.0	71 71.0	76 76.0
MEAN	5.93	5.87	5.80	6.09 bC	6.03
STANDARD DEVIATION	1.03	1.00	1.12	0.95	1.05
MEDIAN	6.00	6.00	6.00	6.00	6.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Product Usage studies

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	3 0.6	-	-	-	3 3.0 bcd
2	8 1.6	1 0.5	2 2.0	4 4.0 b	1 1.0
3	13 2.6	2 1.0	5 5.0 b	2 2.0	4 4.0
4	46 9.2	17 8.5	6 6.0	10 10.0	13 13.0 c
5	120 24.0	59 29.5 CE	20 20.0	25 25.0	16 16.0
6	191 38.2	76 38.0	44 44.0	33 33.0	38 38.0
7	119 23.8	45 22.5	23 23.0	26 26.0	25 25.0
Top 2	310 62.0	121 60.5	67 67.0	59 59.0	63 63.0
MEAN	5.64	5.71	5.68	5.59	5.52
STANDARD DEVIATION	1.17	0.98	1.16	1.26	1.41
MEDIAN	6.00	6.00	6.00	6.00	6.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Market Simulation studies

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	8 1.6	2 1.0	-	3 3.0 c	3 3.0 c
2	16 3.2	2 1.0	5 5.0 b	4 4.0	5 5.0 b
3	30 6.0	10 5.0	6 6.0	6 6.0	8 8.0
4	69 13.8	34 17.0 D	12 12.0	9 9.0	14 14.0
5	124 24.8	51 25.5	20 20.0	24 24.0	29 29.0
6	147 29.4	63 31.5 E	32 32.0 E	33 33.0 E	19 19.0
7	106 21.2	38 19.0	25 25.0	21 21.0	22 22.0
Top 2	253 50.6	101 50.5	57 57.0 E	54 54.0 e	41 41.0
MEAN	5.30	5.36 e	5.43 e	5.30	5.06
STANDARD DEVIATION	1.41	1.26	1.40	1.51	1.58
MEDIAN	6.00	6.00	6.00	6.00	5.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Sales Force Assessment studies

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	22 4.4	7 3.5	6 6.0	3 3.0	6 6.0
2	31 6.2	14 7.0	5 5.0	6 6.0	6 6.0
3	46 9.2	19 9.5	10 10.0	8 8.0	9 9.0
4	99 19.8	36 18.0	15 15.0	22 22.0	26 26.0 c
5	130 26.0	50 25.0	29 29.0	26 26.0	25 25.0
6	105 21.0	44 22.0	22 22.0	23 23.0	16 16.0
7	67 13.4	30 15.0	13 13.0	12 12.0	12 12.0
Top 2	172 34.4	74 37.0	35 35.0	35 35.0	28 28.0
MEAN	4.73	4.80	4.74	4.79	4.54
STANDARD DEVIATION	1.58	1.59	1.63	1.50	1.60
MEDIAN	5.00	5.00	5.00	5.00	5.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Pharmaceutical Message Testing studies

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	500 100.0	200 100.0	100 100.0	100 100.0	100 100.0
1	1 0.2	1 0.5	-	-	-
2	12 2.4	3 1.5	4 4.0	2 2.0	3 3.0
3	28 5.6	8 4.0	5 5.0	9 9.0	6 6.0
4	69 13.8	23 11.5	14 14.0	15 15.0	17 17.0
5	127 25.4	50 25.0	30 30.0	20 20.0	27 27.0
6	152 30.4	73 36.5 C	23 23.0	28 28.0	28 28.0
7	111 22.2	42 21.0	24 24.0	26 26.0	19 19.0
Top 2	263 52.6	115 57.5 ce	47 47.0	54 54.0	47 47.0
MEAN	5.42	5.52	5.35	5.41	5.28
STANDARD DEVIATION	1.28	1.19	1.34	1.36	1.29
MEDIAN	6.00	6.00	5.00	6.00	5.00

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

11. As you probably are aware, there are different types of survey instruments that are suited to different kinds of information needs. On a scale of 1 to 7, please rate the following types of medical market research topics on a 7-point scale where 1 is "do not prefer at all" and 7 is "prefer very much." Other

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	4 100.0	1 100.0	-	1 100.0	2 100.0
1	1 25.0	-	-	-	1 50.0
2	-	-	-	-	-
3	-	-	-	-	-
4	-	-	-	-	-
5	1 25.0	-	-	1 100.0	-
6	1 25.0	-	-	-	1 50.0
7	1 25.0	1 100.0	-	-	-
Top 2	2 50.0	1 100.0	-	-	1 50.0
MEAN	4.75	7.00	-	5.00	3.50
STANDARD DEVIATION	2.63	0.00		0.00	3.54
MEDIAN	5.50	7.00		5.00	3.50

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

12. Have you ever discontinued a survey before completing?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	471 100.0	189 100.0	96 100.0	92 100.0	94 100.0
Yes	238 50.5	90 47.6	59 61.5 BD	42 45.7	47 50.0
No	233 49.5	99 52.4 C	37 38.5	50 54.3 C	47 50.0

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

13. what type of study was it?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	238 100.0	90 100.0	59 100.0	42 100.0	47 100.0
Market Simulation studies	74 31.1	26 28.9	12 20.3	20 47.6 BC	16 34.0
Product Usage studies	62 26.1	20 22.2	21 35.6 bd	8 19.0	13 27.7
Sales Force Assessment studies	43 18.1	18 20.0	11 18.6	5 11.9	9 19.1
Market Assessment studies	24 10.1	7 7.8	5 8.5	5 11.9	7 14.9
Pharmaceutical Message Testing studies	24 10.1	13 14.4 DE	9 15.3 DE	-	2 4.3
Don't know	17 7.1	10 11.1 D	3 5.1	1 2.4	3 6.4
Refused	14 5.9	5 5.6 E	7 11.9 E	2 4.8	-
Patient chart entry	13 5.5	5 5.6	5 8.5	1 2.4	2 4.3
KOL study / asking for names of physician experts	8 3.4	8 8.9 CDE	-	-	-
Chart review of diabetes therapies	1 0.4	-	-	-	1 2.1

Comparison Groups: BCDE
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

13. what type of study was it?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
HIPPA compliant	1 0.4	-	1 1.7	-	-
Product naming	1 0.4	-	-	1 2.4	-
Not applicable	1 0.4	-	1 1.7	-	-

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

14. why did you discontinue the survey before the end?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
TOTAL ANSWERING	238 100.0	90 100.0	59 100.0	42 100.0	47 100.0
Too long / Time consuming	93 39.1	34 37.8	24 40.7	18 42.9	17 36.2
Repetitive / redundant / tedious	66 27.7	20 22.2	18 30.5	15 35.7	13 27.7
Complicated / cumbersome / overwhelming	38 16.0	16 17.8	11 18.6	6 14.3	5 10.6
Technical difficulties	29 12.2	11 12.2	6 10.2	5 11.9	7 14.9
Longer than stated	26 10.9	6 6.7	6 10.2	5 11.9	9 19.1 B
Honorarium too low	19 8.0	9 10.0	3 5.1	3 7.1	4 8.5
Was unable to answer most of the questions / Missing information to complete survey	18 7.6	9 10.0	4 6.8	2 4.8	3 6.4
Boring / Lost Interest	15 6.3	8 8.9 C	1 1.7	2 4.8	4 8.5
Irrelevant / Not worth my time	13 5.5	5 5.6	1 1.7	3 7.1	4 8.5
Will not give names of other people	11 4.6	4 4.4 D	6 10.2 De	-	1 2.1
Personal time restraints	11 4.6	5 5.6	2 3.4	1 2.4	3 6.4

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

14. why did you discontinue the survey before the end?

	TOTAL	PCP	ONC	RHEUM	ENDO
	(A)	(B)	(C)	(D)	(E)
Poorly designed/ organized survey	9 3.8	3 3.3	4 6.8	1 2.4	1 2.1
Quota was filled when I came back to the survey	6 2.5	3 3.3 cd	-	-	3 6.4 cd
Appears to be an enticement or 'bribery' of some form / Felt it was dishonest	4 1.7	1 1.1	2 3.4	1 2.4	-
Not applicable	2 0.8	1 1.1	1 1.7	-	-
Fatigue / Exhausting	2 0.8	1 1.1	-	1 2.4	-
Don't like assessing drug reps	1 0.4	1 1.1	-	-	-
Did not like the format	1 0.4	1 1.1	-	-	-
Difficult to remember previous responses	1 0.4	-	-	1 2.4	-
Too sales oriented	1 0.4	-	-	-	1 2.1
Too little incentive	1 0.4	-	-	-	1 2.1

Comparison Groups: BCDE
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.