

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 | |
|--|---------|-------|---------|-----|
| | Yes | No | Yes | No |
| a. The following information was presented: | | | | |
| 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. _____ | | | | |
| _____ | | | | |
| c. POEMs (patient-oriented evidence that matters)
was presented | Y/N/U | Y/N/U | | |
| If no, briefly explain. _____ | | | | |
| _____ | | | | |

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

- | | |
|--|---|
| <p>___ "Broke the ice" with humor or a story</p> <p>___ Repeated product name or advantages</p> <p>___ Illustrated with headline, diagram, etc.</p> <p>___ Gifts or tokens given</p> <p>___ Positive feedback given</p> <p>___ Faculty support solicited</p> | <p>___ Promoted active learning by asking questions</p> <p>___ Acknowledged but de-emphasized other drugs</p> <p>___ Acknowledged but de-emphasized disadvantages</p> <p>___ Asked to try drug</p> <p>___ Incentives given</p> <p>___ _____</p> |
|--|---|

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

		Strongly Agree			Strongly Disagree	
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