

DTC Cholesterol and Mood/Anxiety Disorders Doctor Dialogues

Fielded July, 2001



Executive Summary



Methodology

- In the DTC High Cholesterol Doctor Dialogue, fifteen-minute interviews were completed with 212 physicians: 106 primary care physicians and 106 cardiologists. In the Mood/Anxiety Doctor Dialogue, 205 physicians completed interviews: 104 primary care physicians and 101 psychiatrists.

Methodology (Cont'd)

- Doctor dialogue studies are designed to collect information from actual patient-physician interactions. Physicians are instructed to call a 1-800 number to report a patient-initiated discussion that just took place in their office. Physicians are queried in detail on the content and outcome of these discussions. The dynamics of these interactions are also assessed, including the impact of patient behavior (i.e., inquiries, requests) on physician decisions and on the quality of the visit.

Methodology (Cont'd)

- One key advantage to the Doctor Dialogue methodology is that insight and understanding of key issues are based on naturally occurring patient-physician encounters rather than on general attitudes and perceptions. Another advantage to this design is that detailed information about the visit is gathered soon after the visit occurs, thus maximizing the accuracy of physician recall.

Conclusions

- DTC advertising for cholesterol-lowering and for mood or anxiety disorders products has significant and desirable influences on health-promoting behaviors. DTC advertising promotes doctor visits among appropriate patients. These patients raise pertinent questions about appropriate products. DTC ads inform patients about their conditions and increase receptivity to treatment. DTC advertising also helps shape the patient-physician dialogue in valuable ways. It not only prompts patients to initiate discussions about their cholesterol or mood/anxiety conditions, but it often leads to thorough discussions about suitable products.

Conclusions (Cont'd)

- It is clear from this study that DTC advertising does not detract from patient-physician interactions. Contrary to popular belief, DTC advertising is not burdening physicians with patients who are asking inappropriate questions about their health needs. It is not flooding physicians with inappropriate prescription requests. It is not producing uninformed or misinformed patients, nor is it diminishing the overall value of the patient's visit with their healthcare provider.

Conclusions (Cont'd)

- In fact, a majority of physicians feel DTC advertising enhances the quality of the visit: physicians are 4-7 times more likely to experience DTC advertising as beneficial to the physician-patient interaction than as harmful to the interaction. Further, physicians are 6-8 times more likely to feel that a patient's discussion of a DTC product ad is a valuable part of the office visit than it is an insignificant part of the visit.

Key Findings: Physicians Believe that Patients' Awareness of DTC Ads Has a Major Beneficial Effect on Office Visits

High Cholesterol

- Nearly three-quarters (72%) of physicians find that discussions initiated by their patients about cholesterol-lowering medications are a valuable part of the office visit. These discussions are just as valuable to the visits when patients reference DTC ads (68%).
- Over half (56%) of physicians feel that DTC advertising has a beneficial effect on visits, 61% of whom say this beneficial effect has a *major* impact on the patient-physician interaction. Only 15% of physicians feel DTC ads have a negative effect on visits.
- According to physicians, DTC ads inform and educate patients, encourage patients to contact their doctors for needed treatment and increase patients' receptivity to discussing and trying medication.

Key Findings: Physicians Believe that Patients' Awareness of DTC Ads Has a Major Beneficial Effect on Office Visits

Mood/Anxiety Disorders

- Three-quarters of physicians believe that discussions initiated by their patients about medications for mood or anxiety disorders are valuable to the visit. These discussions are of equal value to physicians whether patients mention DTC ads or not (76% vs. 75%, not statistically different).
- Two-thirds of physicians feel that DTC ads are beneficial to the visit, of whom 70% feel this effect has a major impact on the patient-physician interaction. Only 9% believe DTC ads have a negative effect on their visits.
- Similar to the findings from the High Cholesterol Doctor Dialogue, physicians explain how DTC ads for mood or anxiety disorders medications benefit consumers: they increase consumer knowledge of their conditions and available treatments, encourage consumers to seek medical advice and lead to greater patient receptivity to treatment.

Key Findings: DTC Advertising Drives Undiagnosed and Untreated Patients to Doctors' Offices

High Cholesterol

- Among patients who inquire about cholesterol-lowering medications, those who mention seeing DTC ads are twice as likely (16% vs. 8%) as those who do not mention ads to be previously undiagnosed at the time of their visit.
- Patients who mention DTC ads are also more likely to be previously untreated for their cholesterol condition (57%) compared to those who do not mention ads (41%).

Key Findings: DTC Advertising Drives Undiagnosed and Untreated Patients to Doctors' Offices

Mood/Anxiety Disorders

- Among patients who inquire about medications for mood or anxiety disorders, those who mention DTC ads are directionally more likely to be previously undiagnosed than those who do not mention DTC ads (35% vs. 30%, respectively; not statistically different).
- However, patients who mention DTC ads are directionally (but not statistically) *less* likely to be previously untreated (43%) compared to those who do not mention DTC ads (48%).

Key Findings: DTC Ads Prompt More Thorough Discussions About Appropriate Products

High Cholesterol

- Over half (54%) of physicians believe that DTC ads are influential in motivating patients to discuss their cholesterol conditions.
- DTC ads also influence the breadth of discussions. Patients who mention DTC ads are more likely than those who do not mention ads to ask their doctors about product efficacy, side effects, appropriateness, insurance coverage, and how products compare to their current medications.
- When patients do not ask about product-specific issues, physicians are more likely to cover these topics with patients who mention DTC ads than with patients who do not.

Key Findings: DTC Ads Prompt More Thorough Discussions About Appropriate Products

Mood/Anxiety Disorders

- Over half (55%) of physicians report that DTC ads motivate patients to discuss their mood or anxiety conditions.
- Patients who mention medication ads for mood or anxiety disorders are more likely than those who do not mention DTC ads to inquire about the how products compare to their current medications and about insurance coverage. Patients who mention DTC ads are directionally more likely than those who do not mention ads to discuss product efficacy and appropriateness (not statistically different).

Key Findings: Requests for Prescriptions Are Frequent and Physicians React Positively to Requests

High Cholesterol

- According to physicians surveyed, when patients inquire about cholesterol-lowering medications, about one-half of these discussions results in patient requests for specific prescriptions. The likelihood that patients will request prescriptions is as high for those who mention DTC ads (54%) as for those who do not (53%).
- Physicians' reactions to patients' requests for prescriptions are overwhelmingly positive (more than eight out of ten). None of the physicians surveyed had negative reactions to patient requests.

Key Findings: Requests for Prescriptions Are Frequent and Physicians React Positively to Requests

Mood/Anxiety Disorders

- DTC ads boost patient requests for prescriptions: 79% of patients who mention DTC ads make requests compared to 68% among those who do not mention ads.
- Whether or not DTC ads are mentioned, nine in ten physicians have positive reactions to patient requests for mood or anxiety disorders medications.

Key Findings: Most Requests Are Granted and Physicians Do Not Feel Pressured to Prescribe

High Cholesterol

- When patients inquire about cholesterol-lowering products, at least two-thirds receive prescriptions for the products discussed. Patients are more likely to receive prescriptions if they request them (eight out of ten) than if they do not (five out of ten).
- About seven in ten physicians do *not* feel pressured to grant specific prescriptions upon request.
- A slightly larger percentage of patients receive prescriptions when they mention DTC ads compared to when they do not (75% vs. 68%, respectively; not statistically different).

Key Findings: Most Requests Are Granted and Physicians Do Not Feel Pressured to Prescribe

Mood/Anxiety Disorders

- More than three-quarters of patients who inquire about medications for mood or anxiety disorders receive prescriptions. Nine in ten patients who request prescriptions receive them.
- Patients are as likely to receive requested prescriptions whether or not they mention DTC ads.
- Similar to high cholesterol study findings, two-thirds of physicians do not feel pressured to grant patients prescriptions upon request.

Doctor Dialogue™

- DTC/Doctor Dialogue Studies began in late 1999
- More than 20 studies done to date
- In total, more than 3000 physician/patient discussions and outcomes have been researched
- Therapeutic areas covered so far include:

Arthritis

HRT

Anxiety

High Cholesterol

Contraception

Obesity

Depression

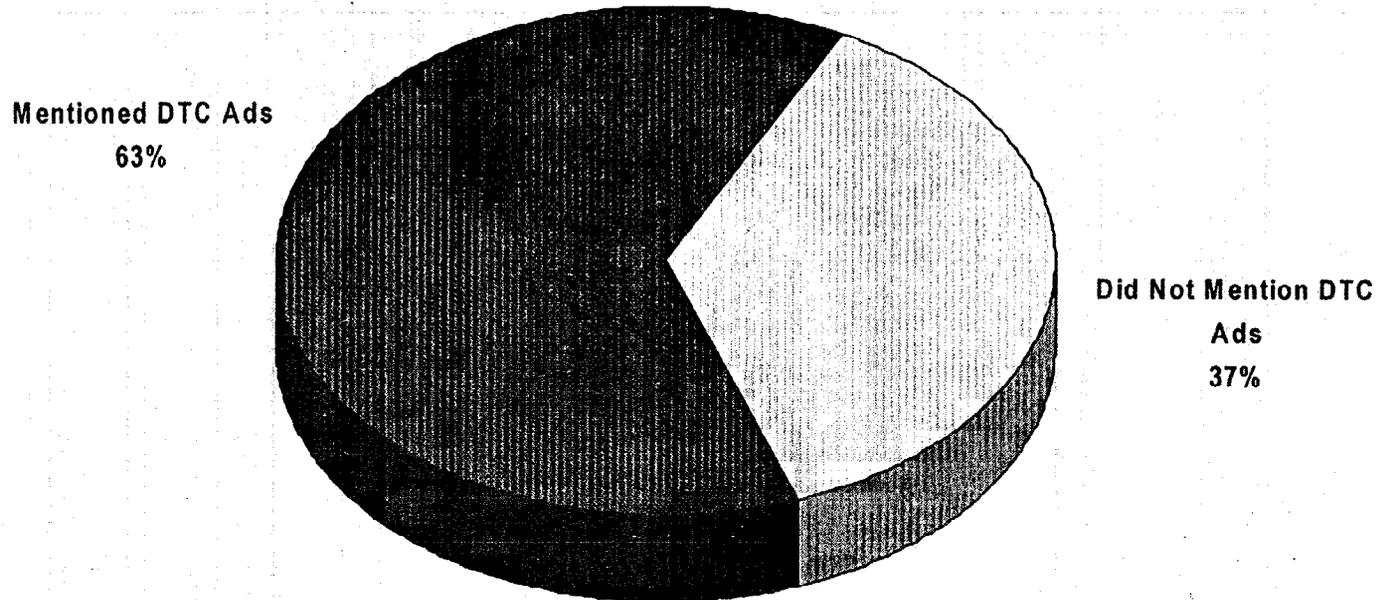
Overactive Bladder

Diabetes

Patients Seeking Treatment for High Cholesterol Are Mentioning DTC Ads

Doctors reported that of the patients who initiated brand-specific discussions about cholesterol-lowering medications, 63% mentioned DTC ads.

Percentage of Doctors Whose Patients Mentioned DTC Ads
(n=212)



Base: Total doctors

Q.27.00. Did this patient mention seeing or hearing any DTC advertisements for Lipitor/Pravachol/Zocor, that is, an ad on television, in a consumer magazine or newspaper, or in a brochure in a pharmacy or doctor's office?

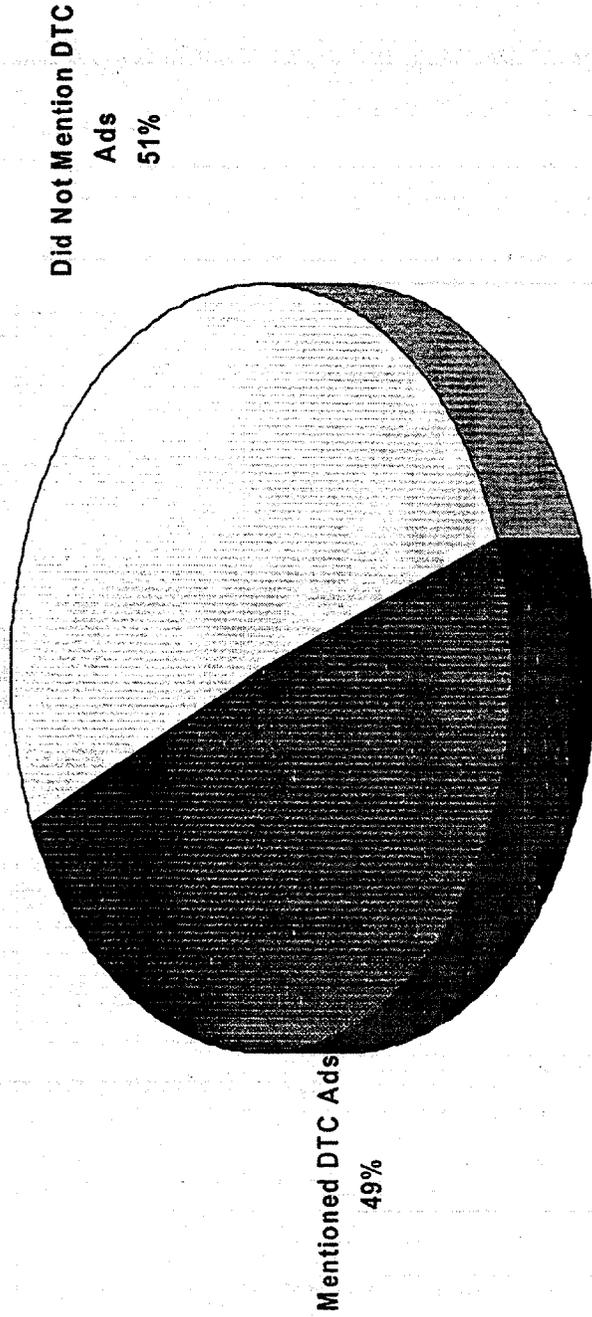
Role of DTC Ads in Bringing Patients into the Doctor's Office

Mood/Anxiety Disorders Doctor Dialogue

Patients Seeking Treatment for Mood/Anxiety Disorders Are Mentioning DTC Ads

Doctors reported that of the patients who initiated brand-specific discussions about mood/anxiety disorders medications, 49% mentioned DTC ads.

Percentage of Doctors Whose Patients Mentioned DTC Ads (n=205)



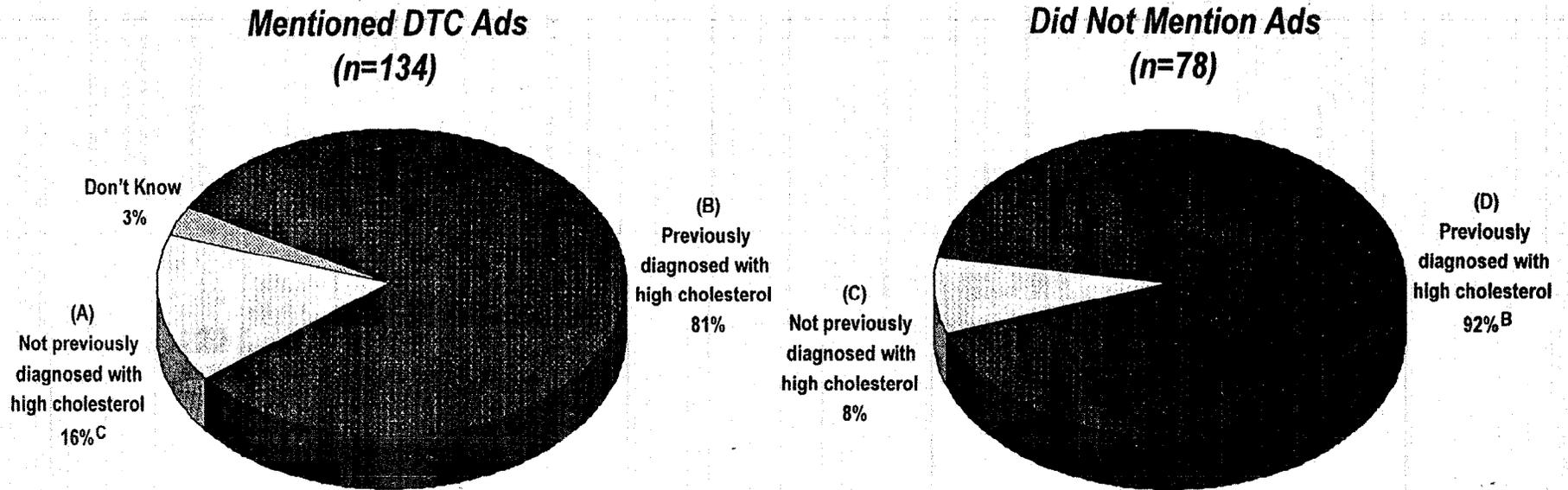
Base: Total doctors

Q.27.00. Did this patient mention seeing or hearing any DTC advertisements for Lipitor/Pravachol/Zocor, that is, an ad on television, in a consumer magazine or newspaper, or in a brochure in a pharmacy or doctor's office?

DTC Ads Are Bringing the Right Patients to the Doctor's Office -- Undiagnosed Patients

Patients who mentioned DTC ads (16%) were twice as likely than those who did not mention ads (8%) to have been undiagnosed at the time of their visits.

Percentage of Patients Who Had Been Diagnosed with High Cholesterol Prior to Their Visits



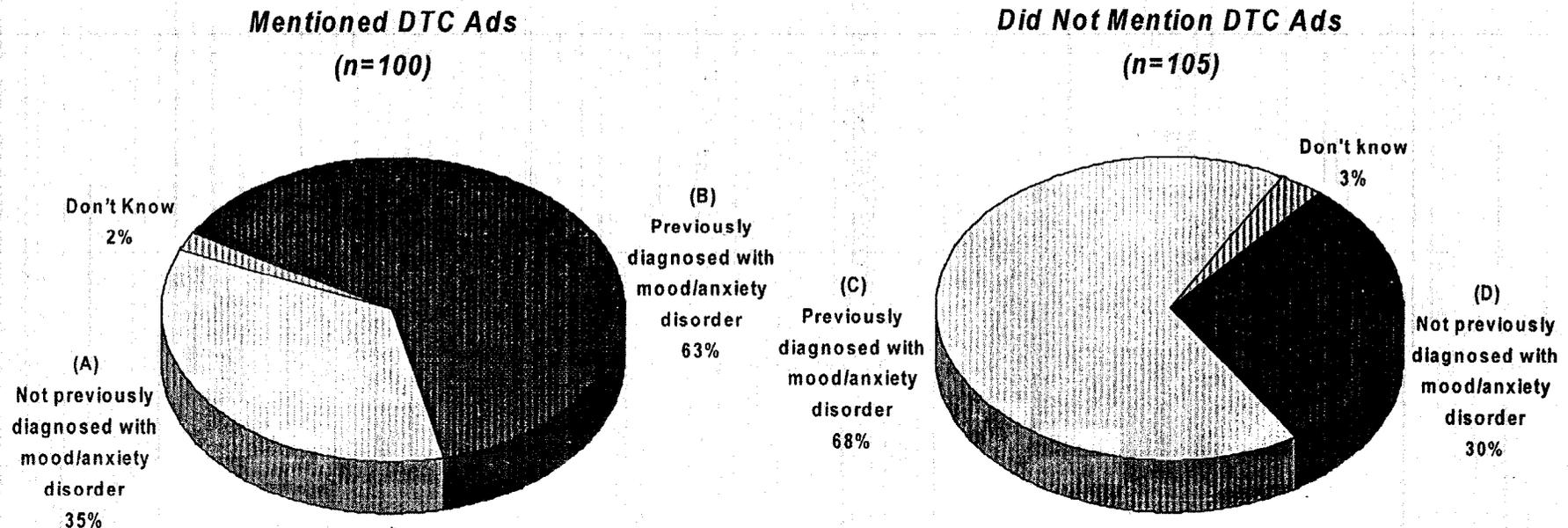
Base: Total doctors

Q.4. Was this patient previously diagnosed with this condition?

DTC Ads Are Bringing the Right Patients to the Doctor's Office -- Undiagnosed Patients

A larger proportion of patients who mentioned DTC ads than those who did not mention ads were undiagnosed at the time of their visits (35% vs. 30%, not statistically different).

Percentage of Patients Who Had Been Diagnosed with Mood/Anxiety Disorders Prior to Their Visits



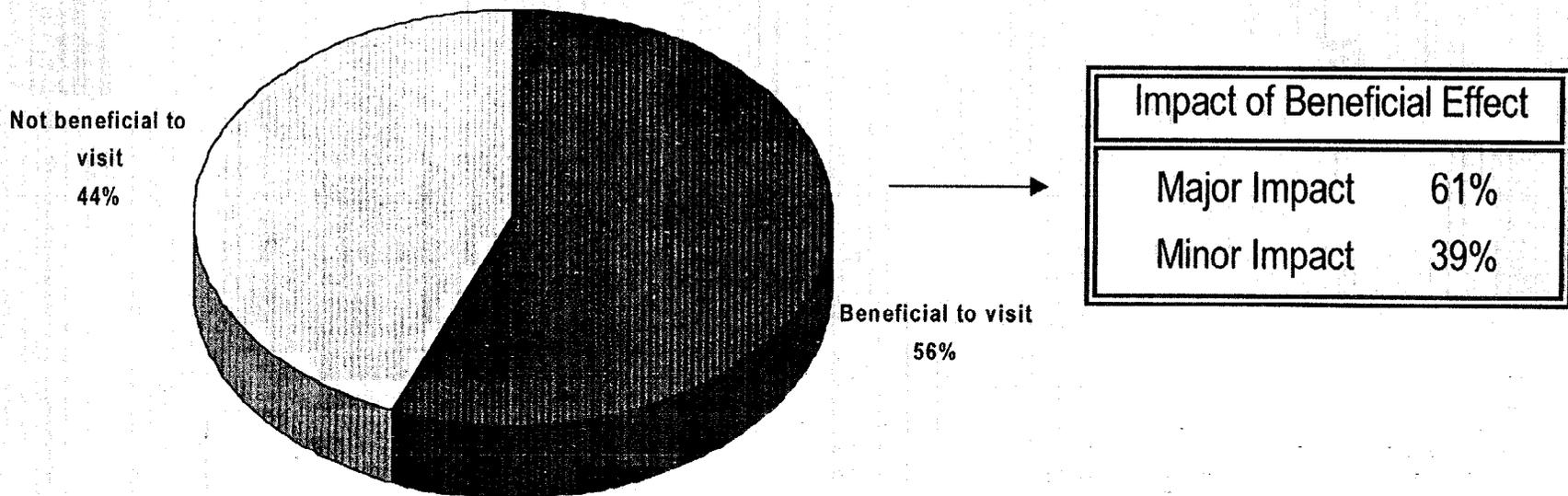
Base: Total doctors

Q.4. Was this patient previously diagnosed with this condition?

Patients' Awareness of DTC Ads for High Cholesterol Has Major Beneficial Effect on Office Visits

Over half of doctors (56%) thought that their patients' seeing DTC ads had a beneficial effect on their visits, and 61% of these doctors felt that this beneficial effect had a major impact on the doctor-patient interaction.

**Percentage of Doctors Who Thought That Patients' Seeing DTC Ads Was Beneficial to Their Visits
(n=134)**

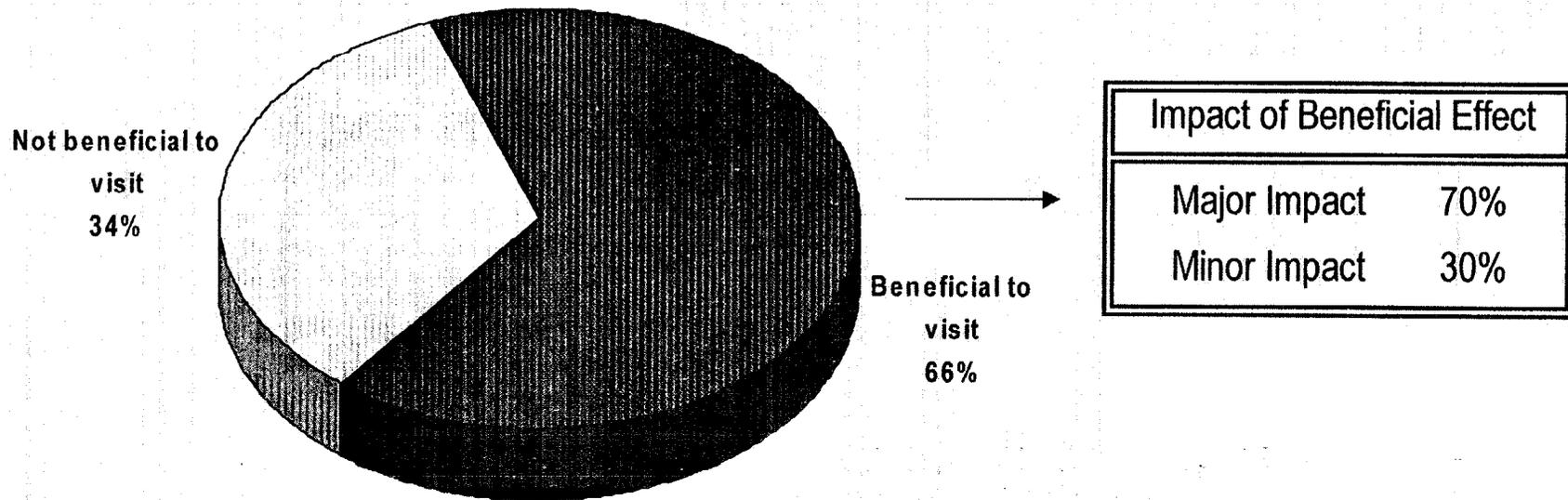


Base: Doctors whose patients mentioned DTC ads
Q.27.04. Did the fact that the patient saw a DTC ad have any beneficial effects on your interaction with him/her?
Q.27.05.1 Overall, would you say the beneficial effects had a major or minor impact on your interaction?

Patients' Awareness of DTC Ads for Mood/Anxiety Disorder Has Major Beneficial Effect on Office Visits

Over half of doctors (66%) thought that their patients' seeing DTC ads had a beneficial effect on their visits, and 70% of these doctors felt that this beneficial effect had a major impact on the doctor-patient interaction.

Percentage of Doctors Who Thought That Patients' Seeing DTC Ads Was Beneficial to Their Visits
(n=100)



Base: Doctors whose patients mentioned DTC ads

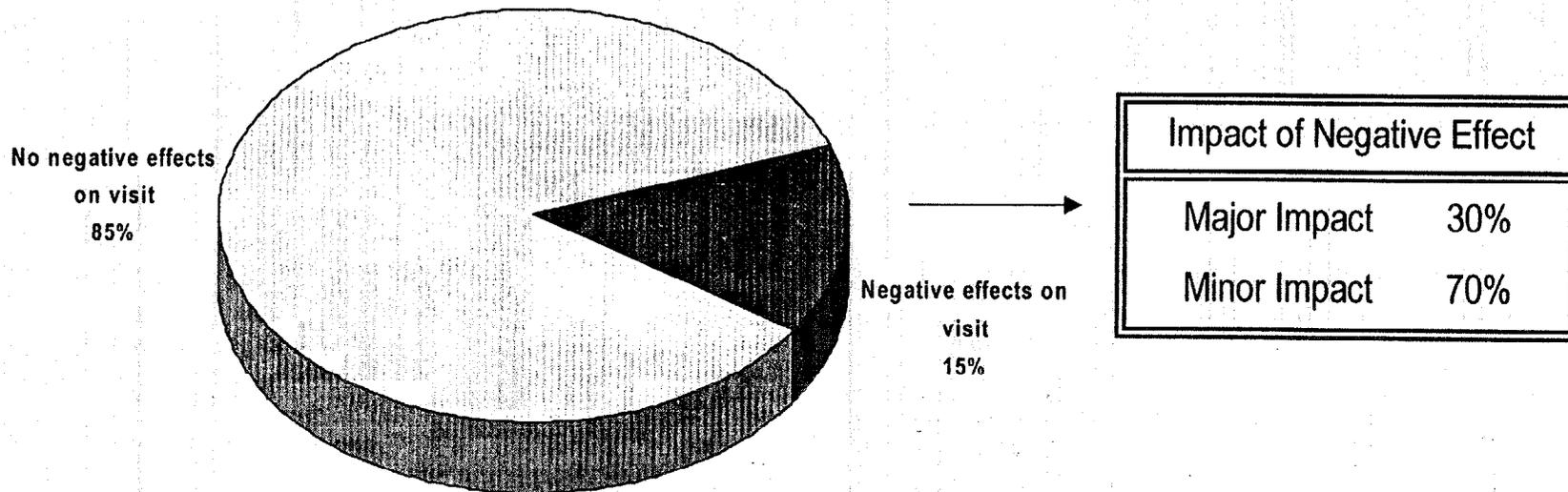
Q.27.04. Did the fact that the patient saw a DTC ad have any beneficial effects on your interaction with him/her?

Q.27.05.1 Overall, would you say the beneficial effects had a major or minor impact on your interaction?

Patients' Awareness of DTC Ads for High Cholesterol Has Minor Negative Effect on Interaction

Only 15% of doctors thought that their patients' seeing DTC ads had a negative effect on their visits, and 70% of these doctors felt that this negative effect had a minor impact on the doctor-patient interaction.

Percentage of Doctors Who Thought That Patients' Seeing DTC Ads Had a Negative Effect on Their Visits
(n=134)



Base: Doctors whose patients mentioned DTC ads

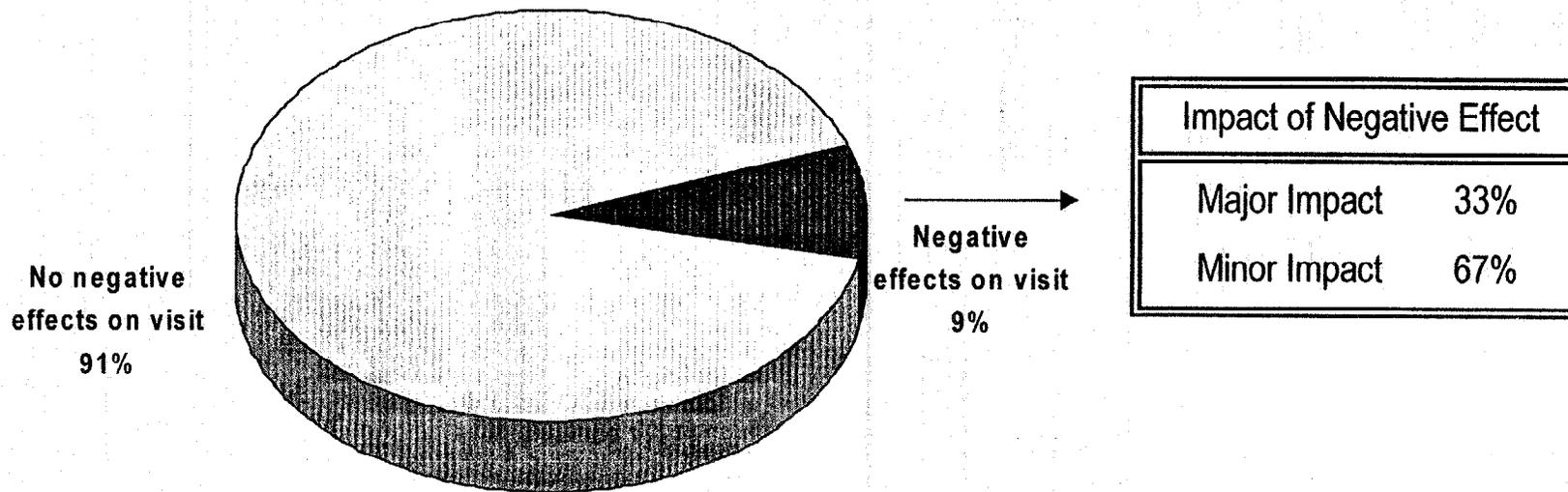
Q.27.06. Did the fact that the patient saw a DTC ad have any negative effects on your interaction with him/her?

Q.27.10. Overall, would you say the beneficial effects had a major or minor impact on your interaction?

Patients' Awareness of DTC Ads for Mood/Anxiety Disorder Has Minor Negative Effect on Interaction

Only 9% of doctors thought that their patients' seeing DTC ads had a negative effect on their visits, and 67% of these doctors felt that this negative effect had a minor impact on the doctor-patient interaction.

Percentage of Doctors Who Thought That Patients' Seeing DTC Ads Had a Negative Effect on Their Visits
(n=100)

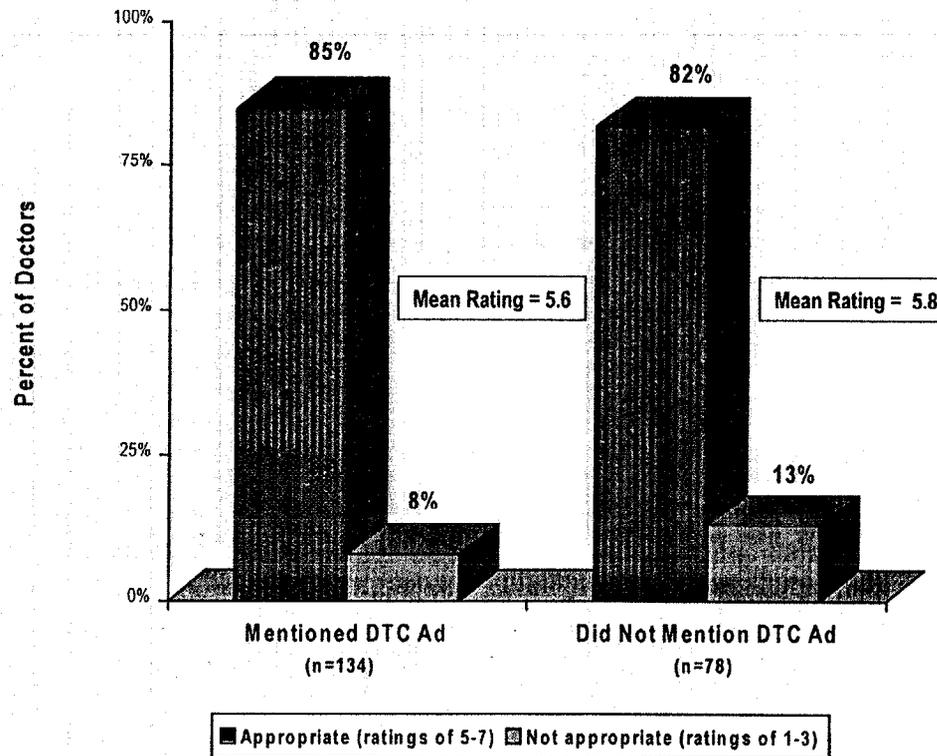


Base: Doctors whose patients mentioned DTC ads
Q.27.06. Did the fact that the patient saw a DTC ad have any negative effects on your interaction with him/her?
Q.27.10. Overall, would you say the beneficial effects had a major or minor impact on your interaction?

Patients Are Initiating Discussions About Appropriate Products

Four out of five doctors reported that the specific brands their patients asked about were appropriate types of cholesterol-lowering products, regardless of whether or not patients mentioned DTC ads.

Doctors' Ratings of the Appropriateness of Cholesterol-Lowering Medications Mentioned By Their Patients



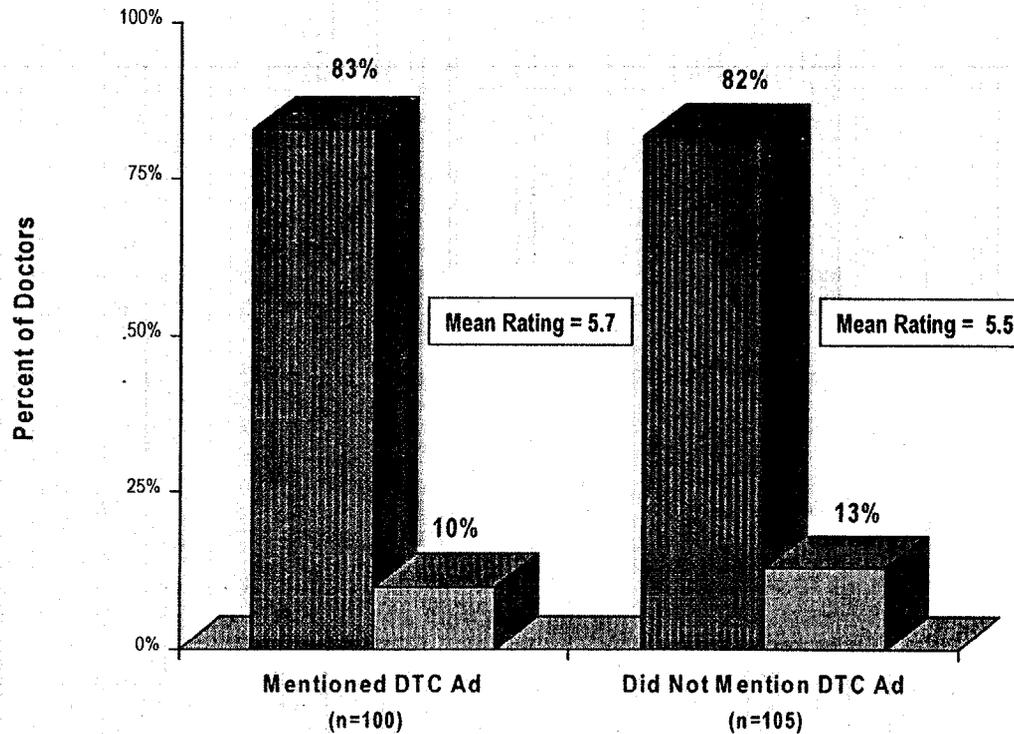
Base: Total doctors

Q.12.01. On a scale of 1 to 7, how appropriate do you feel a drug like Lipitor/Pravachol/Zocor is for this patient?

Patients Are Initiating Discussions About Appropriate Products

Four out of five doctors reported that the specific brands their patients asked about were appropriate types of mood/anxiety disorders medications, regardless of whether or not patients mentioned DTC ads.

Doctors' Ratings of the Appropriateness of Mood/Anxiety Disorders Medications Mentioned By Their Patients



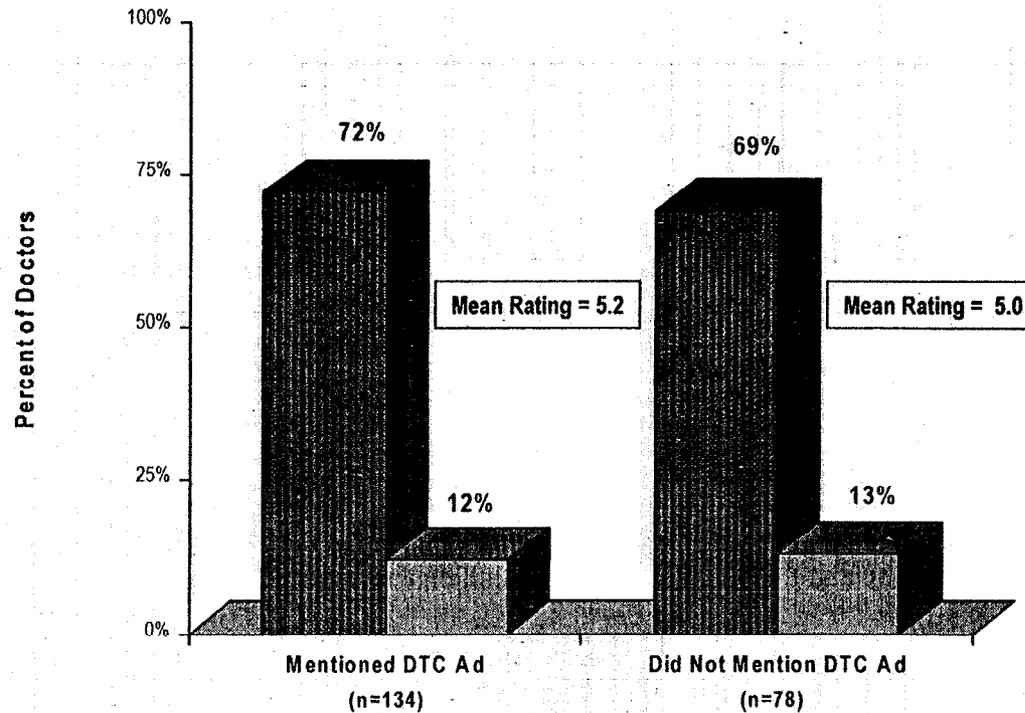
Base: Total doctors

Q.12.01. On a scale of 1 to 7, how appropriate do you feel a drug like Paxil/Prozac/Wellbutrin SR/Zoloft is for this patient?

Discussions About Cholesterol-Lowering Medications Are Valuable

Over two-thirds of doctors found the discussions about cholesterol-lowering medications to be a valuable part of the office visit. A slightly larger proportion of doctors whose patients mentioned DTC ads than those whose patients did not mention ads rated these discussions as valuable (72% vs. 69%; not statistically different).

Doctors' Ratings of the Value of Discussions



■ Valuable (ratings of 5-7) ■ Not valuable (ratings of 1-3)

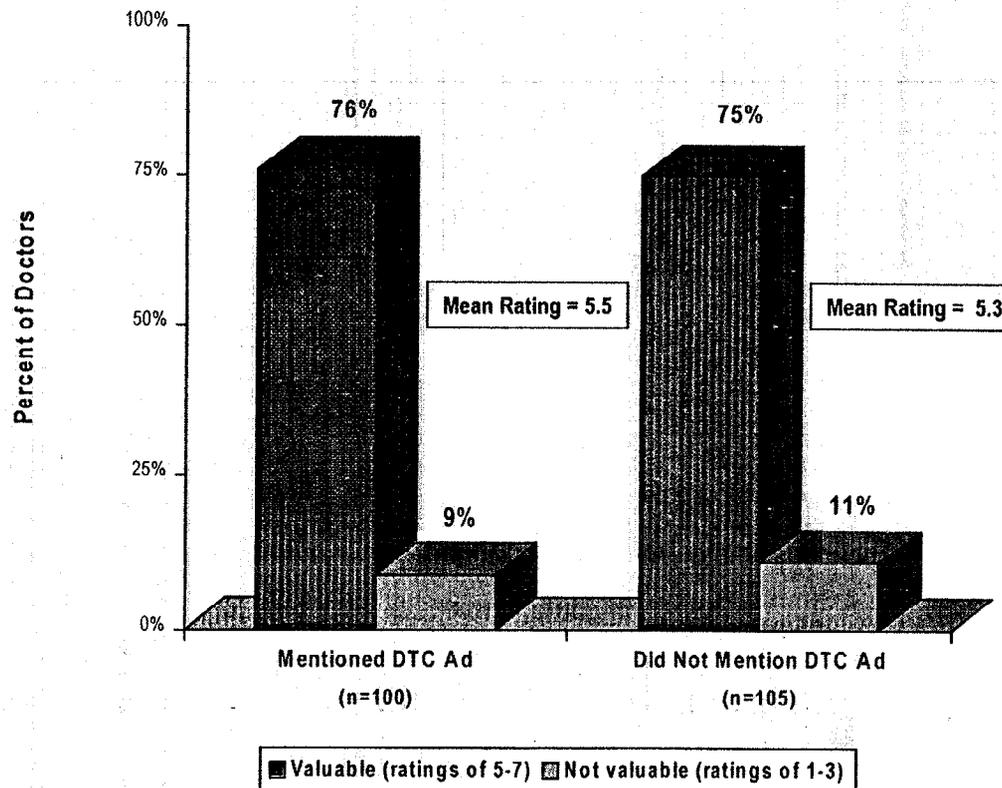
Base: Total doctors

Q.13.00. On a scale of 1 to 7, please rate how valuable you feel the patient's discussion about Lipitor/Pravachol/Zocor was to the visit.

Discussions About Mood/Anxiety Disorder Medications Are Valuable

Over three-quarters of doctors found the discussions about mood/anxiety disorders medications to be a valuable part of the office visit. Doctors whose patients mentioned DTC ads were as likely as doctors whose patients did not mention ads to rate these discussions as valuable (76% vs. 75%, respectively; not statistically different).

Doctors' Ratings of the Value of Discussions



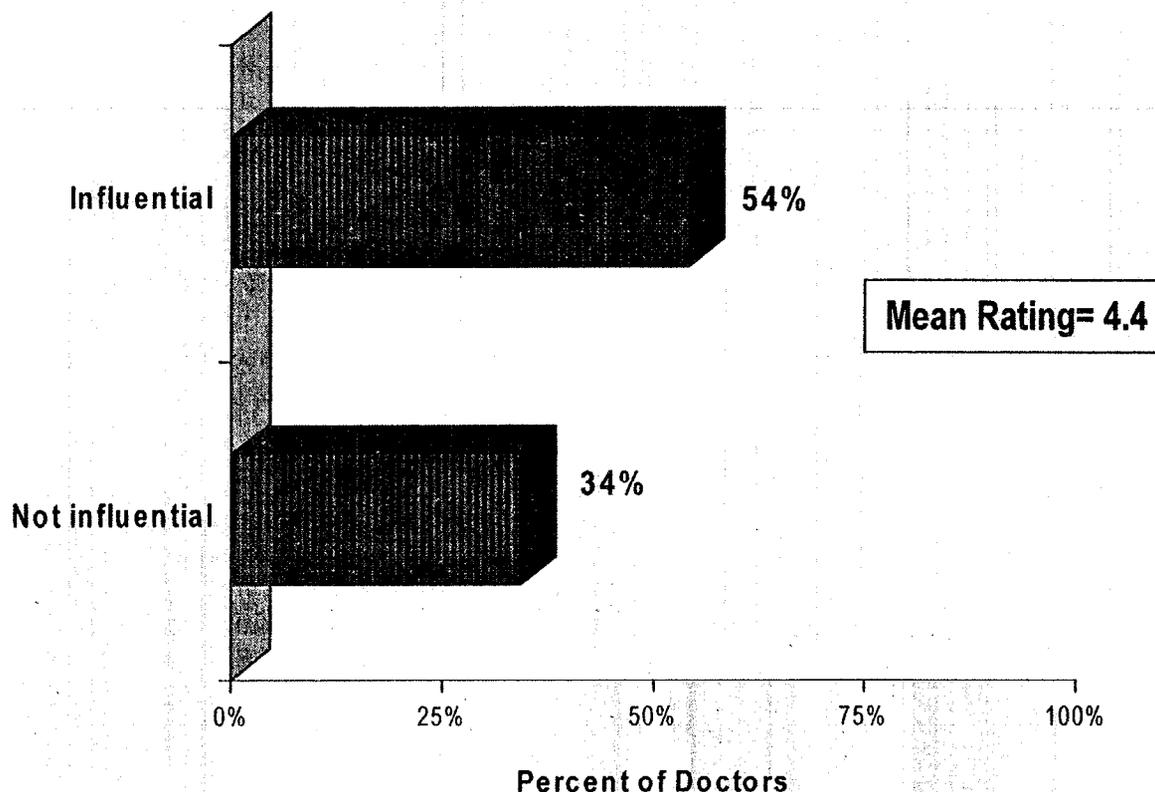
Base: Total doctors

Q.13.00. On a scale of 1 to 7, please rate how valuable you feel the patient's discussion about Paxil/Prozac/Wellbutrin SR/Zoloft was to the visit.

DTC Ads for High Cholesterol Prompt Patients to Talk About Their Conditions

Over half of doctors (54%) reported that they think DTC ads are influential in getting patients to discuss their conditions.

Doctors' Ratings of How Influential DTC Advertising Was in Prompting Patients to Discuss Their Conditions (n=134)



Base: Doctors whose patients mentioned DTC ads

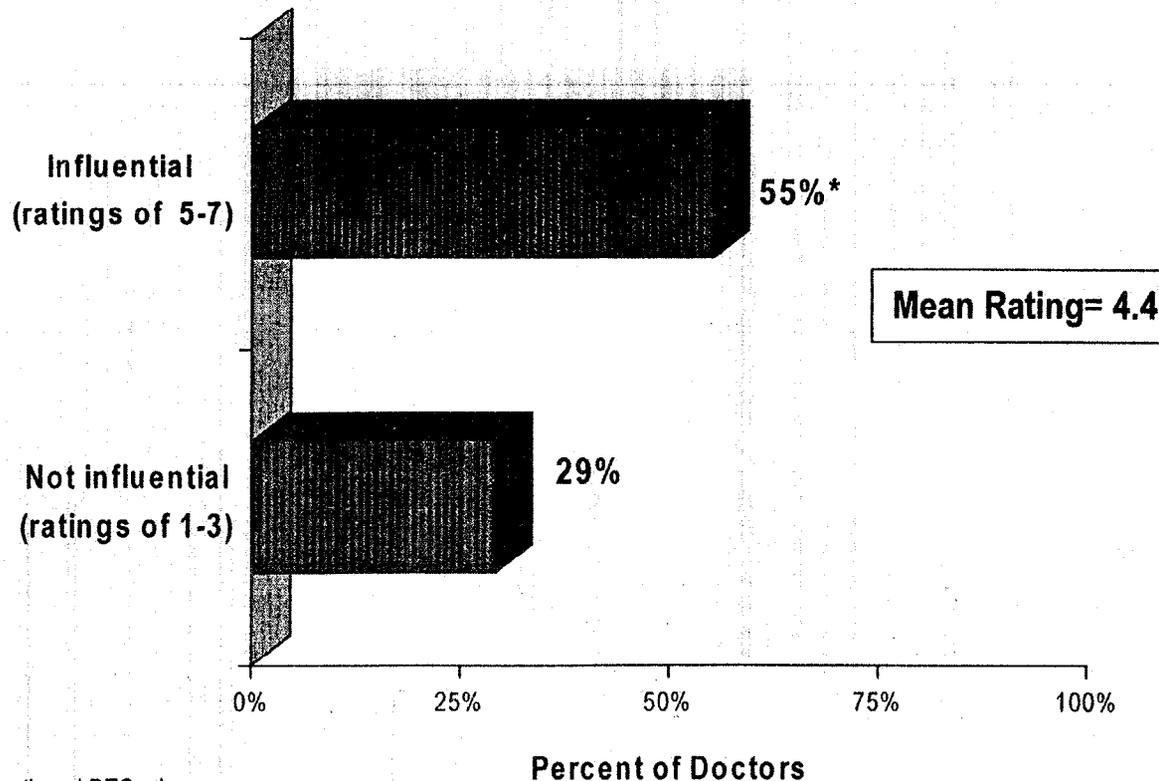
Q.27.11. On a scale of 1 to 7, how influential was the DTC ad in getting this patient to discuss his/her condition?

*Statistically different ($p < .10$)

DTC Ads for Mood/Anxiety Disorder Prompt Patients to Talk About Their Conditions

Over half of doctors (55%) reported that they think DTC ads are influential in getting patients to discuss their conditions.

Doctors' Ratings of How Influential DTC Advertising Was in Prompting Patients to Discuss Their Conditions
(n=100)



Base: Doctors whose patients mentioned DTC ads

Q.27.11. On a scale of 1 to 7, how influential was the DTC ad in getting this patient to discuss his/her condition?

*Statistically different ($p < .10$)

DTC Ads for High Cholesterol Are Prompting Thorough Discussions About Appropriate Products

Patients who mentioned DTC ads were more likely than those who did not to ask their doctors about the products' efficacy, side effects, appropriateness, insurance coverage, and how they compare to their current medications.

Percentage of Doctors Whose Patients Asked About Specific Issues		
	<u>Mentioned DTC Ad</u>	<u>Did Not Mention DTC Ad</u>
	<u>(A)</u>	<u>(B)</u>
	<u>%</u>	<u>%</u>
Efficacy	75 ^B	58
Side effects	78 ^B	67
Appropriateness of medication	91 ^B	81
Cost	46	42
Insurance coverage	47 ^B	29
Alternative prescription medications	40	32
Alternatives to medication	53	42
	(n=134)	(n=78)
Whether medication is better than current medication	78 ^B	60
	(n=55)	(n=50)

*(n<20); caution should be used in interpreting these results

Base: Doctors whose patients did not ask about efficacy/side effects/appropriateness/whether medication is better than current medication/alternatives to prescription medication/alternatives to medication

Q.18.00/01. Did you and the patient discuss the efficacy/side effects of Lipitor/Pravachol/Zocor?

Q.18.02/03. Did you and the patient discuss whether or not Lipitor/Pravachol/Zocor is right for him/her/ is better for him/her than his/her current medication?

Q.18.04. Did you and the patient discuss the cost of the medication?

Q.19.00/01. Did you and the patient discuss alternative prescription medications/ alternatives to medication such as diet, exercise, or lifestyle changes?

DTC Ads for Mood/Anxiety Disorder Are Prompting Thorough Discussions About Appropriate Products

When patients did not ask about specific issues, doctors were as likely to initiate discussions about these issues with patients who mentioned DTC ads than with patients who did not mention DTC ads. Directionally, doctors were more likely to discuss side effects, appropriateness, cost, and whether or not the products discussed are better than the patients' current medication with patients who mentioned DTC ads than with those who did not mention ads.

Percentage of Doctors Who Discussed Specific Issues Even Though Their Patients Did Not Ask About These Issues

	<u>Mentioned DTC Ad</u>	<u>Did Not Mention DTC Ad</u>
	<u>(A)</u>	<u>(B)</u>
	<u>%</u>	<u>%</u>
Efficacy (n=22, 30)	77	77
Side effects (n=22, 22)	73	50
Appropriateness of medication. (n=8, 15)*	75	73
Cost (n=73, 45)	15	10
Alternative to prescription medications (n=65, 67)	37	37
Alternative medication (n=77, 84)	26	31
Whether medication is better than current medication (n=15*, 25)	47	28

*(n<20); caution should be used in interpreting these results

Base: Doctors whose patients did not ask about efficacy/side effects/appropriateness/whether medication is better than current medication/alternatives to prescription medication/alternatives to medication

Q.18.00/01. Did you and the patient discuss the efficacy/side effects of Paxil/Prozac/Wellbutrin SR/Zoloft?

Q.18.02/03. Did you and the patient discuss whether or not Paxil/Prozac/Wellbutrin SR/Zoloft is right for him/her/ is better for him/her than his/her current medication?

Q.18.04. Did you and the patient discuss the cost of the medication?

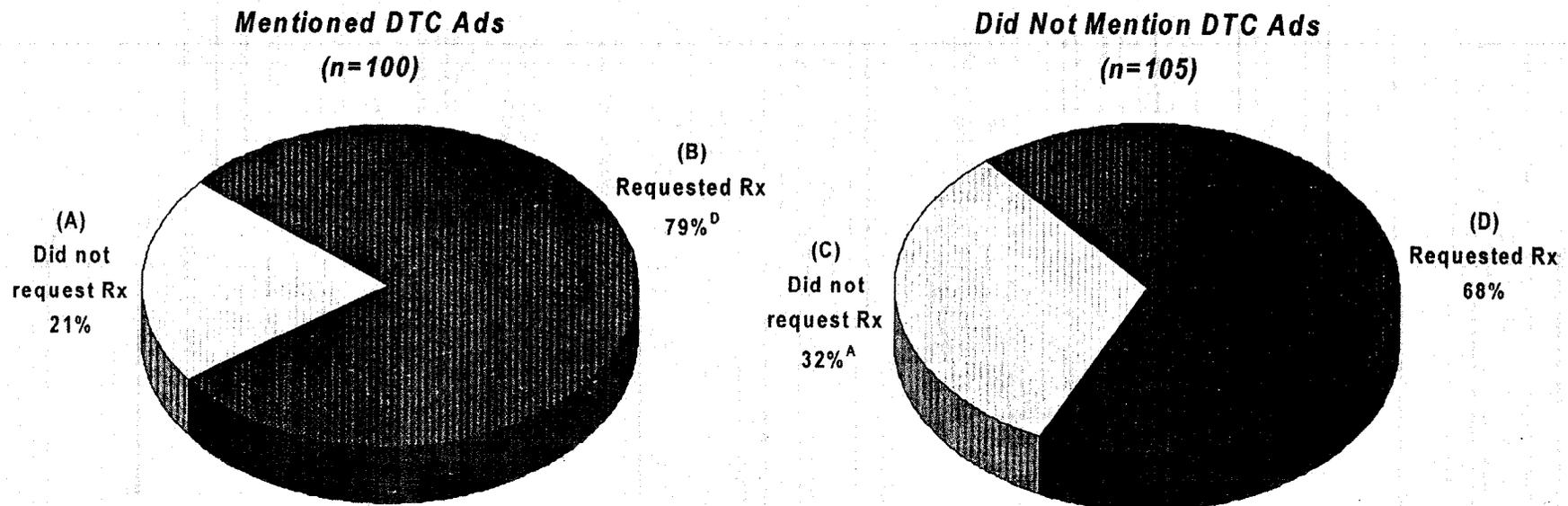
Q.19.00/01. Did you and the patient discuss alternative prescription medications/ alternatives to medication such as diet, exercise, or lifestyle changes?



Substantial Proportions of Patients Are Requesting Prescriptions

Patients who mentioned DTC ads for Mood/Anxiety Disorder were more likely to request prescriptions than those who did not mention ads (79% vs. 68%).

Percentage of Patients Who Requested Prescriptions for the Medications They Discussed



Base: Doctors whose patients did not mention DTC advertising
Q.21. Did the patient request a prescription for Paxil/Prozac/Wellbutrin SR/Zoloft?

Doctors Are Reacting Favorably to Patients' Requests for Prescriptions

Doctors' reactions to patients' requests for prescriptions were overwhelmingly positive, regardless of whether or not patients mentioned DTC ads for high cholesterol. None of the doctors interviewed reacted negatively to patient requests.

Doctors' Reactions to Patient Requests		
-Top Mentions-		
	<u>Mentioned DTC Ad</u>	<u>Did Not Mention DTC Ad</u>
	<u>(A)</u>	<u>(B)</u>
	<u>%</u>	<u>%</u>
<u>Positive Reaction (Net)</u>	<u>82</u>	<u>90</u>
Thought request was reasonable/good	31	41
Positive response (unspecified)	27	14
Patients becoming more informed/educated	23	21
Product is effective	16	14
Encouraged/motivated patient to take active role in decision-making	13	14
Provided opportunity to discuss product with patient	15	3
<u>Neutral Reaction (Net)</u>	<u>15</u>	<u>10</u>
Surprised at request	3	7
Patients becoming more aware of DTC advertising	5	0
	(n=62)	(n=29)

Base: Doctors whose patients mentioned DTC advertising and requested prescriptions for the medications they discussed.
 Q.21.01. Other than your prescribing decision, describe your reaction to the patient's request for Lipitor/Pravachol/Zocor.

Doctors Are Reacting Favorably to Patients' Requests for Prescriptions

Doctors' reactions to patients' requests for prescriptions were overwhelmingly positive, regardless of whether or not patients mentioned DTC ads for mood/anxiety disorder. Doctors whose patients mentioned DTC ads were more likely than doctors whose patients did not mention ads to describe their reactions as neutral (23% vs. 9%) or negative (9% vs. 1%).

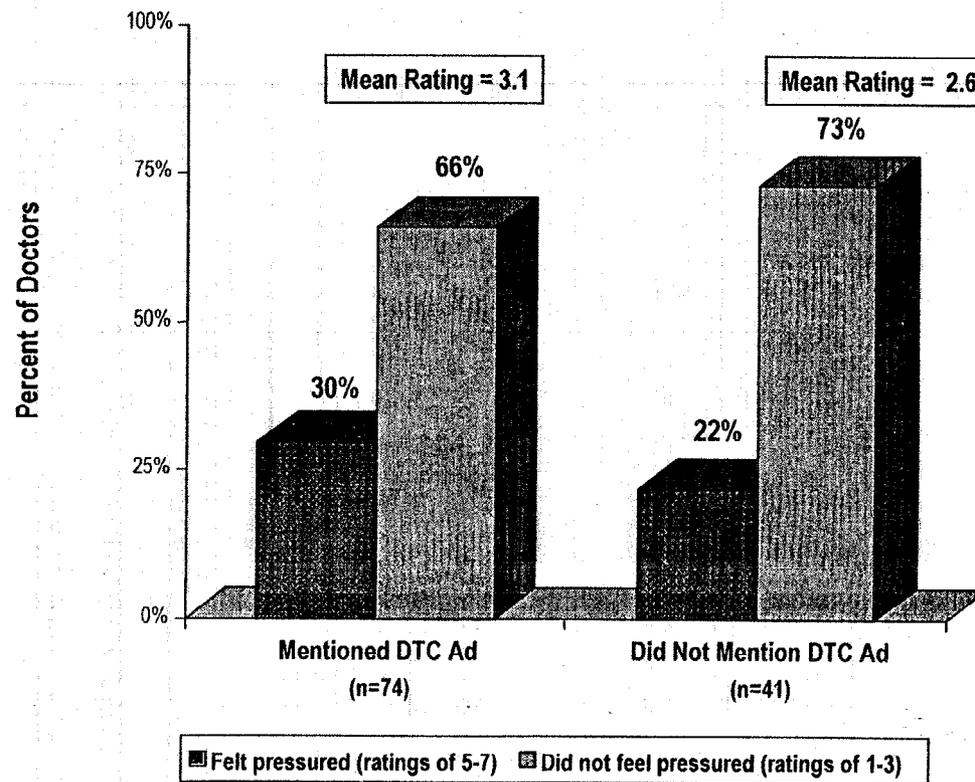
Doctors' Reactions to Patient Requests		
-Top Mentions-		
	<u>Mentioned DTC Ad</u>	<u>Did Not Mention DTC Ad</u>
	<u>(A)</u>	<u>(B)</u>
	<u>%</u>	<u>%</u>
<u>Positive Reaction (Net)</u>	<u>93</u>	<u>90</u>
Thought request was reasonable/good	45	45
Positive response (unspecified)	29	39
Provided opportunity to discuss product with patient	28	19
Patients becoming more informed/educated	20	17
Product is effective	9	9
Encouraged/motivated patient to take active role in decision-making	7	6
<u>Neutral Reaction (Net)</u>	<u>23^B</u>	<u>9</u>
Patients becoming more aware of DTC advertising	10 ^B	1
Surprised at request	7	6
<u>Negative Reaction (Net)</u>	<u>9^B</u>	<u>1</u>
Negative response (unspecified)	6	1
Patient not completely informed	4	0
	(n=69)	(n=69)

Base: Doctors whose patients mentioned DTC advertising and requested prescriptions for the medications they discussed.
 Q.21.01. Other than your prescribing decision, describe your reaction to the patient's request for Paxil/Prozac/Wellbutrin SR/Zoloft.

Doctors Do Not Report Feeling Pressured to Grant Patients' Requests for Prescriptions

Regardless of whether or not patients mentioned DTC ads, a majority of doctors reported that they do not feel pressured to grant their patients' requests for prescriptions for cholesterol-lowering products. However, reported pressure was directionally higher among doctors whose patients mentioned ads (30% vs. 22%; not statistically different).

Rating of the Pressure Felt By Doctors to Grant Patients' Requests for Prescriptions

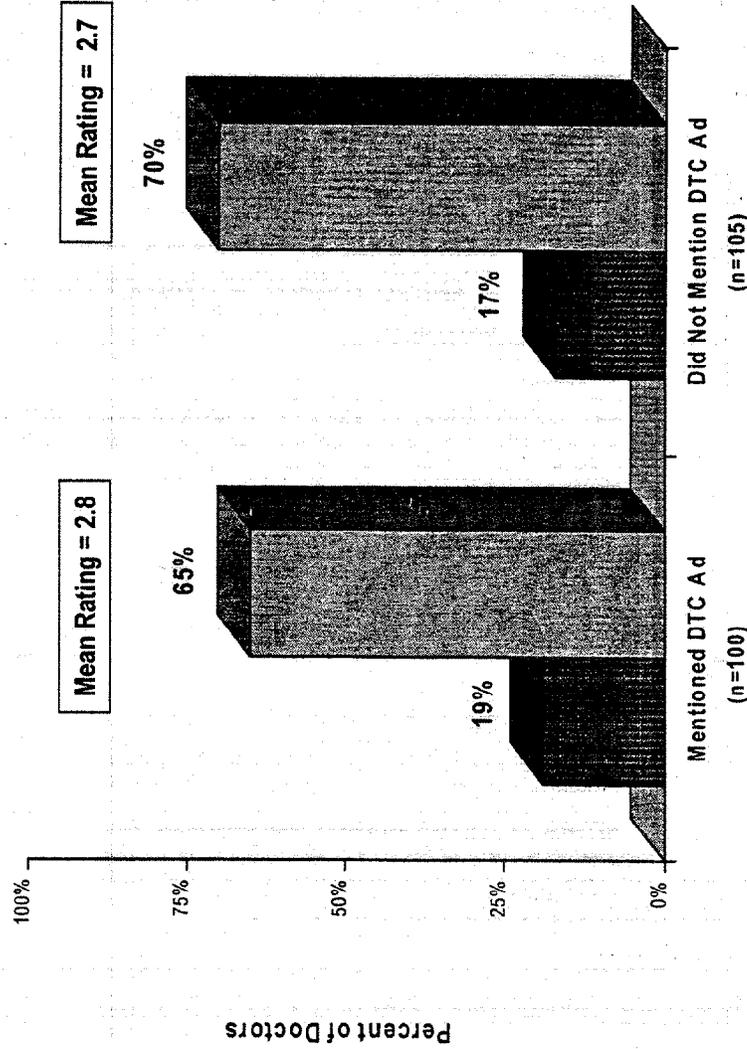


Base: Doctors whose patients requested prescriptions for the medications they discussed
 Q.22. On a scale from 1 to 7, how much pressure did you feel to grant the patient's request?

Doctors Do Not Report Feeling Pressured to Grant Patients' Requests for Prescriptions

Regardless of whether or not patients mentioned DTC ads, a majority of doctors reported that they do not feel pressured to grant their patients' requests for prescriptions for mood/anxiety disorders medications.

Rating of the Pressure Felt By Doctors to Grant Patients' Requests for Prescriptions



■ Felt pressured (ratings of 5-7) ■ Did not feel pressured (ratings of 1-3)

Base: Doctors whose patients requested prescriptions for the medications they discussed Q.22. On a scale from 1 to 7, how much pressure did you feel to grant the patient's request?

Granting Patients' Requests for Prescriptions May Influence Patient Compliance

Doctors were asked to rate how granting patients' requests for prescriptions of cholesterol-lowering drugs would influence compliance. Nearly all doctors thought that granting requests would have a positive influence on the likelihood of patients' filling their prescriptions, taking the medication as prescribed, and taking the medication for the prescribed length of therapy. Over two-thirds of doctors thought there would be a positive influence on the likelihood of patients' tolerating nuisance side effects, and engaging in lifestyle changes such as diet and exercise. No significant reduction in ratings occurred when patients mentioned DTC ads.

Percentage of Doctors Who Thought That Patients' Receipt of Requested Medication Would Have a Positive Influence on Specific Patient Behaviors		
	<u>Mentioned DTC</u>	<u>Did Not Mention</u>
	<u>Ad</u>	<u>DTC Ad</u>
	<u>%</u>	<u>%</u>
Filling prescriptions	91	94
Taking medication as prescribed	96	94
Taking medication for prescribed length of therapy	88	94
Tolerating nuisance side effects	68	71
Engaging in lifestyle changes such as diet and exercise	72	65
	(n=68)	(n=34)

Base: Doctors whose patients received the medication they requested

Q.25.00/01/02/03/04. What influence do you think receiving the medication he/she requested will have on the patient's likelihood of filling the prescription/taking the medication as prescribed/taking the medication for the prescribed length of therapy/tolerating nuisance side effects/engaging in lifestyle changes, such as sticking to a low-fat diet and exercising regularly?



Granting Patients' Requests for Prescriptions May Influence Patient Compliance

Doctors were asked to rate how granting patients' requests for prescriptions of mood/anxiety disorders drugs would influence compliance. Nearly all doctors thought that granting requests would have a positive influence on the likelihood of patients' filling their prescriptions and taking the medication as prescribed. A majority of doctors thought there would be a positive influence on the likelihood of patients' taking the medication for the prescribed length of time, on tolerating nuisance side effects, and engaging in lifestyle changes such as diet and exercise. No significant reduction in ratings occurred when patients mentioned DTC ads.

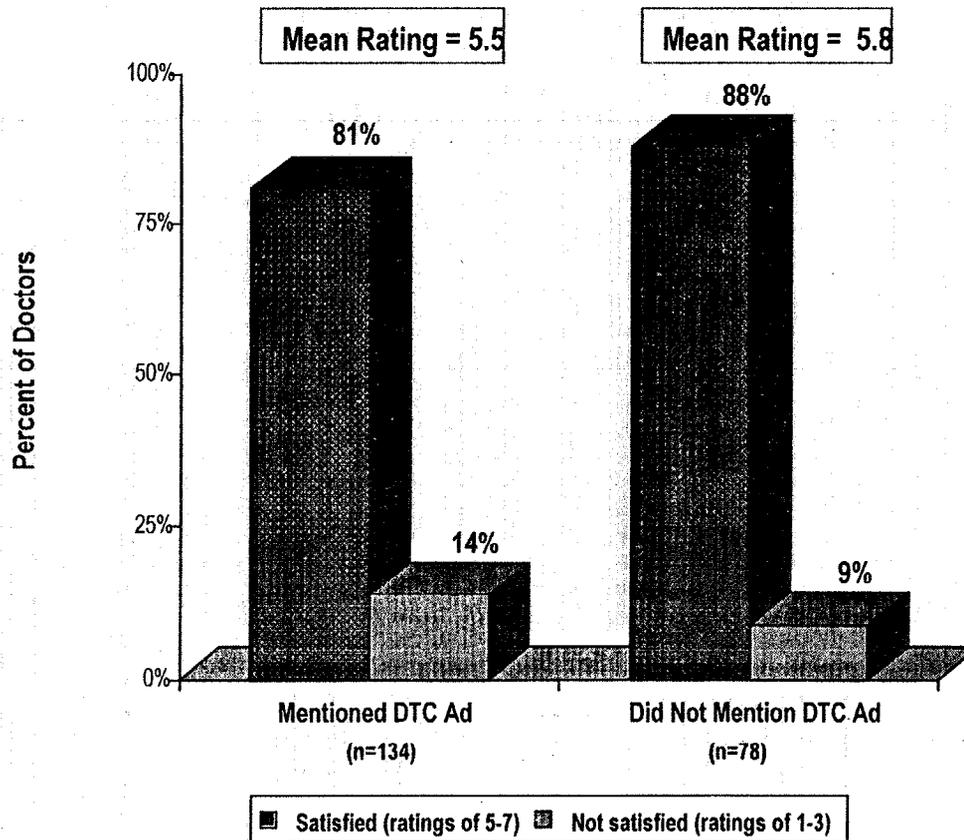
Percentage of Doctors Who Thought That Patients' Receipt of Requested Medication Would Have a Positive Influence on Specific Patient Behaviors		
	<u>Mentioned DTC Ad</u>	<u>Did Not Mention DTC Ad</u>
	<u>%</u>	<u>%</u>
Filling prescriptions	93	95
Taking medication as prescribed	99	94
Taking medication for prescribed length of therapy	86	78
Tolerating nuisance side effects	69	62
Engaging in lifestyle changes	51	49
	(n=70)	(n=65)

Base: Doctors whose patients received the medication they requested
 Q.25.00/01/02/03/04. What influence do you think receiving the medication he/she requested will have on the patient's likelihood of filling the prescription/taking the medication as prescribed/taking the medication for the prescribed length of therapy/tolerating nuisance side effects/engaging in lifestyle changes, such as sticking to a low-fat diet and exercising regularly?

Doctors Are Reporting Satisfaction with Office Visits

Four out of five doctors reported that they were satisfied with the outcomes of these office visits about high cholesterol. There was no significant reduction in satisfaction when patients mentioned DTC ads.

Rating of Doctors' Satisfaction with Visits



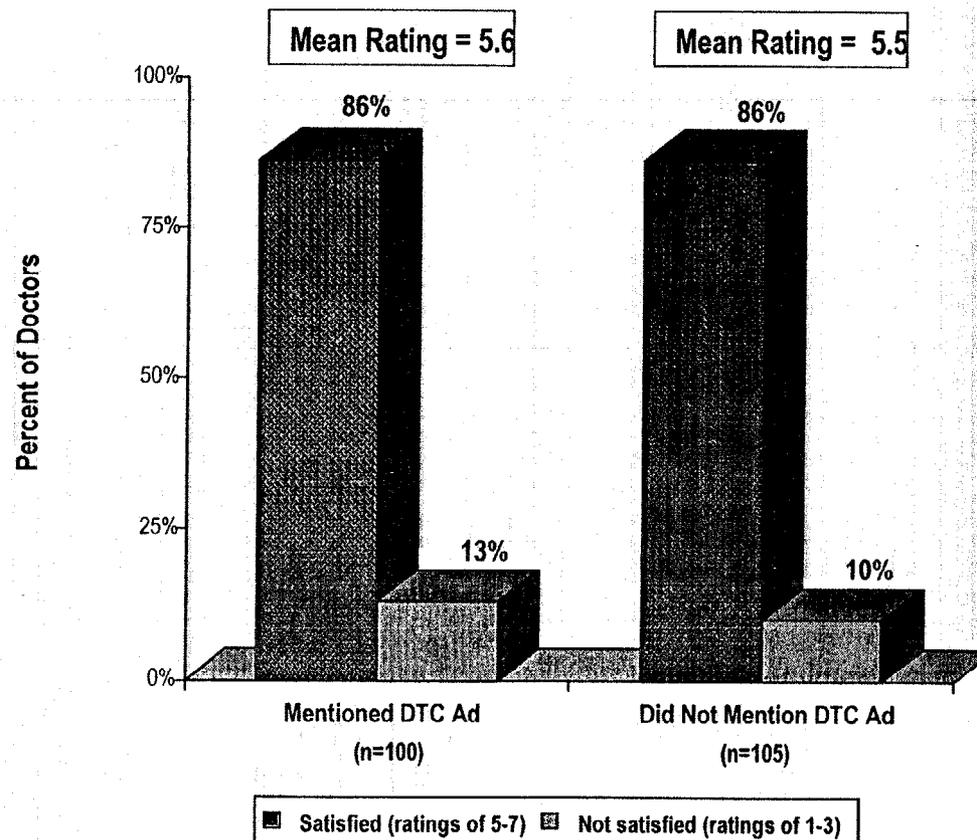
Base: Total doctors

Q.26. On a scale of 1 to 7, where 1 = Not at all satisfied and 7 = Very satisfied, how satisfied were you with the outcome of this office visit?

Doctors Are Reporting Satisfaction with Office Visits

Eighty-six percent of doctors reported that they were satisfied with the outcomes of these office visits about mood/anxiety disorders. Doctors were as satisfied with these discussions when patients mentioned DTC ads as when they did not.

Rating of Doctors' Satisfaction with Visits



Base: Total doctors

Q.26. On a scale of 1 to 7, where 1 = Not at all satisfied and 7 = Very satisfied, how satisfied were you with the outcome of this office visit?