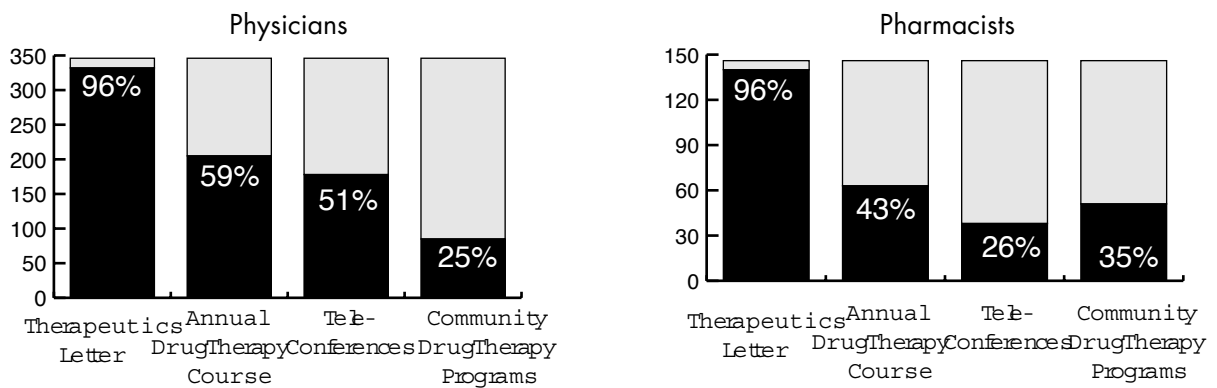


## THERAPEUTICS INITIATIVE SURVEY

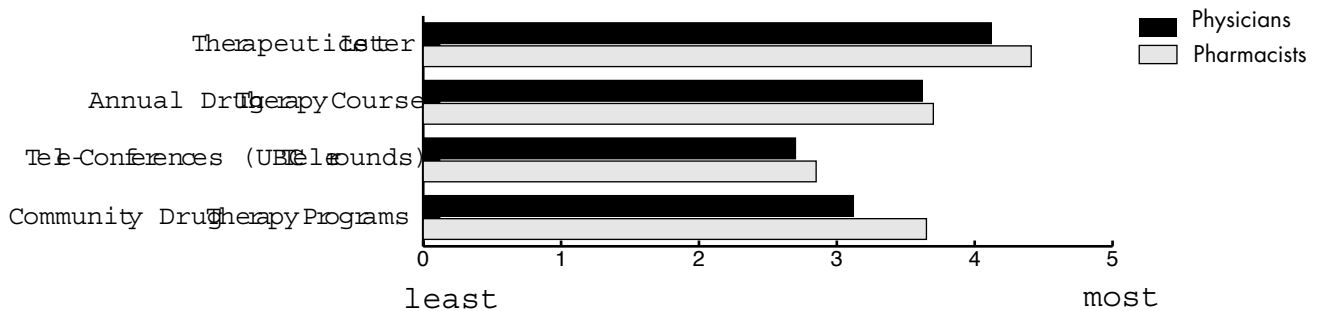
In July 1996 the Therapeutics Initiative (TI) program had been in effect for approximately 2 years. This survey was initiated to assess the response of the doctors and pharmacists to the different components of the TI. It is based on a mailing to a 10% randomized sample of doctors and pharmacists who receive the Therapeutics Letter. 486 doctors and 274 pharmacists were mailed the survey and we received responses from 52% of doctors and 53% of pharmacists. We mailed a second survey to the doctors who had not responded and increased the response rate to 71%. The pattern of responses to the second mailing was almost identical to the first suggesting that the responders are a good representation of the total population. The data are from all respondents except in question 2, where we only included those who had indicated that they were aware of the program in question 1. As a result of the survey we have increased our efforts towards producing New Drugs Letters. We are particularly appreciative to those who took the time to respond to the survey.

### 1 • Are you aware of these different educational programs offered by the TI?



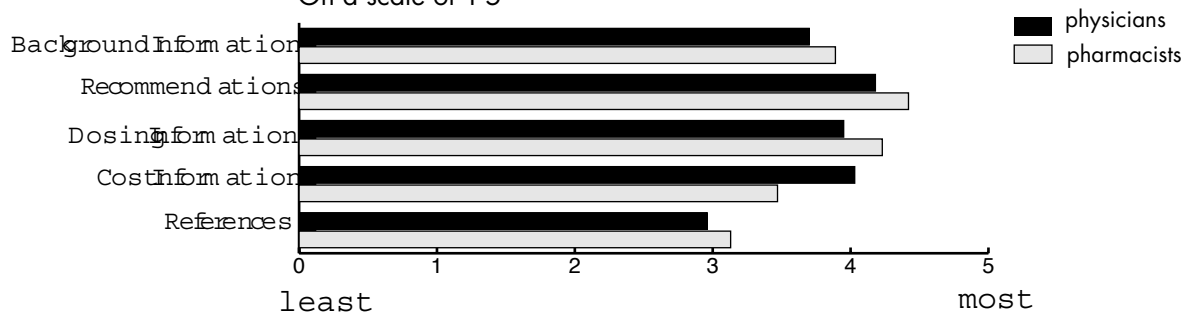
### 2 • What is your impression of the usefulness of these different programs?

On a scale of 1-5

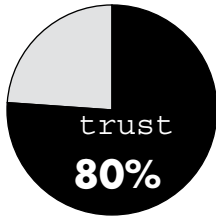


### 3 • How useful are the different components of the Therapeutics Letter?

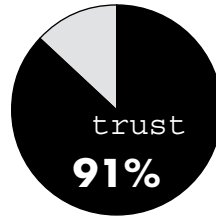
On a scale of 1-5



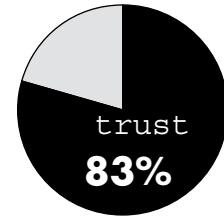
**4 • Do you trust that the information in the Therapeutics Letter is accurate and unbiased?**



Physicians

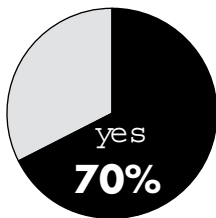


Pharmacists

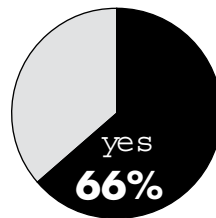


Total

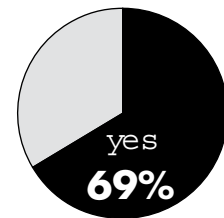
**5 • Did you change your prescribing/recommending because of the Letter?**



Physicians

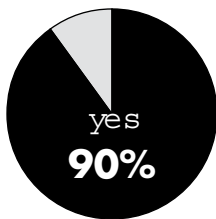


Pharmacists

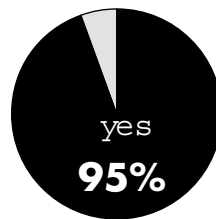


Total

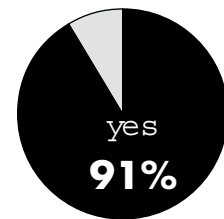
**6 • Would an evidence based Letter on newly released drugs be of value?**



Physicians



Pharmacists



Total