

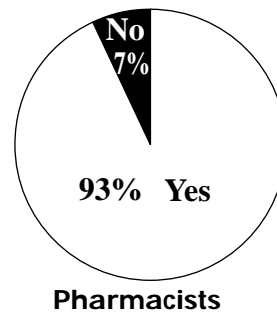
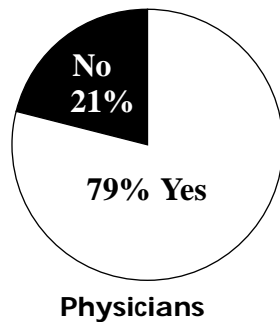
## Therapeutics Initiative Survey 2000

In August 2000 the Therapeutics Initiative (TI) program had been in place for approximately 6 years. This survey was initiated to assess the response of doctors and pharmacists to the different components of the TI and to compare this response to the response received from a similar survey done by the TI in 1996. The survey is based on a mailing to a 10% randomized sample of doctors and pharmacists who receive the Therapeutics Letter. The survey was mailed to 624 doctors and 340 pharmacists and responses were received from 32% of doctors and 42% of pharmacists. A second mailing to the doctors who had not responded increased the overall response rate to 50%. The pattern of responses to the second mailing was almost identical to the first suggesting that the initial responders are a good representation of the total population. We summarize below the analysis of responses to six questions. *We are particularly appreciative to those who took the time to respond to the survey.*

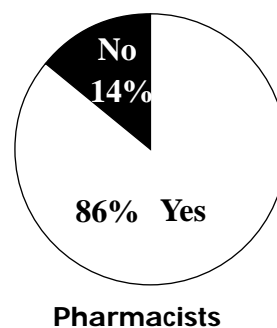
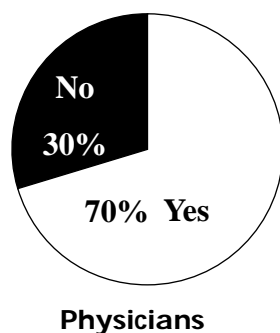
**1. The Therapeutics Initiative was established in 1994 at the University of British Columbia to provide physicians and pharmacists with up-to-date, unbiased, evidence based, practical information about drug therapy. What is your opinion of the success of the Therapeutics Initiative in meeting this mandate?**



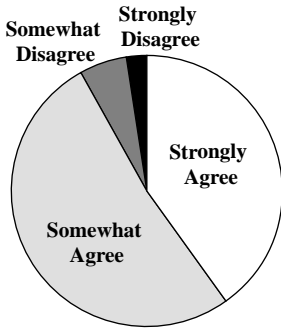
**2. Do you trust that the information in the Therapeutics Letter is accurate and unbiased?**



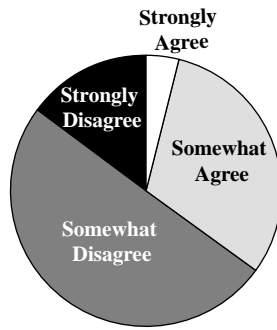
**3. As an organization, the Therapeutics Initiative is dedicated to effect an immediate and longterm change in prescribing/recommending habits that will result in improved health care for patients in British Columbia. Have you changed your prescribing/recommending because of information provided in the Therapeutics Letter?**



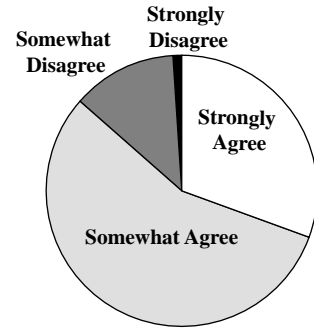
**4. Indicate if you agree or disagree with each of the following statements:**



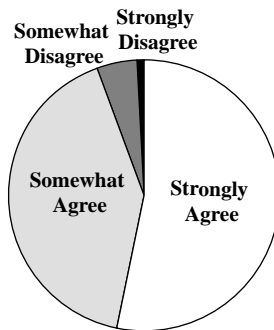
a) TI provides information that I use in my practice



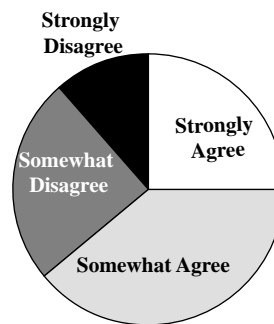
b) TI in general encourages the use of new medications



c) TI provides useful information about the cost of drugs



d) TI functions independently from the drug industry



e) TI functions independently from the government

**5. What is your opinion of the following educational programs offered by the TI?**

(excluding respondents who were unaware of each program)



Therapeutics Letter



Annual Drug Therapy Course

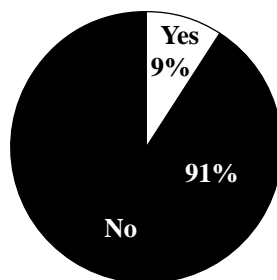


Teleconferences

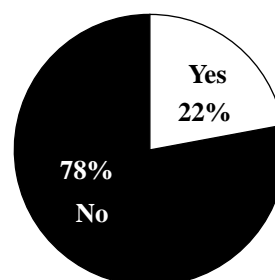


Community Road Shows

**6. Do you use the Therapeutics Initiative website? [www.ti.ubc.ca](http://www.ti.ubc.ca)**



Physicians



Pharmacists