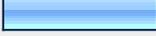
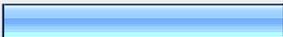
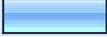


Distribution of Off-Label Drug Information by Pharmaceutical Companies

| 1. Which best describes your professional or organizational affiliation (please pick only one even if more than one applies): | | | Response Percent | Response Count |
|---|---|--|--------------------------|----------------|
| Medical School/Academia |  | | 2.8% | 1 |
| Medical Professional Society | | | 0.0% | 0 |
| Advertising agency |  | | 2.8% | 1 |
| Consumer or patient |  | | 16.7% | 6 |
| Independent Consultant/Consulting Company |  | | 27.8% | 10 |
| Marketing Communications or PR agency |  | | 2.8% | 1 |
| Medical Education Communications Company (MECC) | | | 0.0% | 0 |
| Pharmaceutical, biotech, or drug device company |  | | 30.6% | 11 |
| Physician, nurse, or other healthcare professional |  | | 2.8% | 1 |
| Publishing/Media |  | | 2.8% | 1 |
| Other (please specify) | | | 0.0% | 0 |
| Other (please describe) |  | | 11.1% | 4 |
| | | | <i>answered question</i> | 36 |
| | | | <i>skipped question</i> | 0 |

| 2. Please indicate how supportive you are of the pharmaceutical industry in general. | | | | | | | |
|--|-------------------|---------------------|----------|-----------------------|-------------------|--------------------------|----------------|
| | Very Supportive | Somewhat Supportive | Neutral | Somewhat Unsupportive | very Unsupportive | Rating Average | Response Count |
| In general, I am: | 33.3% (12) | 30.6% (11) | 8.3% (3) | 16.7% (6) | 11.1% (4) | 0.58 | 36 |
| | | | | | | <i>answered question</i> | 36 |
| | | | | | | <i>skipped question</i> | 0 |

3. Please indicate your level of agreement with the following statements regarding the dissemination of off-label drug information by the pharmaceutical industry.

| | Strongly Disagree | Disagree Somewhat | Neither Agree nor Disagree | Agree Somewhat | Strongly Agree | Rating Average | Response Count |
|--|-------------------|-------------------|----------------------------|----------------|-------------------|----------------|----------------|
| Under NO circumstances should drug companies be permitted to hand out off-label information -- including peer-reviewed journal articles -- to physicians and other health care professionals. | 27.8% (10) | 22.2% (8) | 13.9% (5) | 19.4% (7) | 16.7% (6) | -0.25 | 36 |
| As in the old rule, a drug company should be permitted to hand out such information IF the information is first reviewed by the FDA and the company declares that it intends to submit an application for FDA approval of the off-label use (ie, perform clinical trials). | 2.8% (1) | 30.6% (11) | 8.3% (3) | 19.4% (7) | 38.9% (14) | 0.61 | 36 |
| FDA is forced to relax the rules because not to do so is an infringement of commercial free-speech rights. | 36.1% (13) | 5.6% (2) | 30.6% (11) | 13.9% (5) | 13.9% (5) | -0.36 | 36 |
| The new rule will stop pharmaceutical companies from underwriting expensive trials to confirm new drug uses. | 30.6% (11) | 25.0% (9) | 11.1% (4) | 25.0% (9) | 8.3% (3) | -0.44 | 36 |
| Because the FDA is so slow in assessing drug and device benefits, it is imperative that drug companies be able to hand out medical journal articles so that doctors can learn immediately about life-saving uses. | 25.0% (9) | 25.0% (9) | 11.1% (4) | 22.2% (8) | 16.7% (6) | -0.19 | 36 |
| Doctors have many other sources of information about off-label use of drugs -- the Internet and their own journal subscriptions, for example -- and do not require that pharmaceutical companies provide this information to them. | 5.6% (2) | 22.2% (8) | 22.2% (8) | 19.4% (7) | 30.6% (11) | 0.47 | 36 |
| Since the FDA admitted that it did not really enforce the old requirements, it is also not likely to enforce the NEW requirements (ie, use of peer-reviewed articles only, warning label on articles). Consequently, this | 22.9% (8) | 14.3% (5) | 14.3% (5) | 20.0% (7) | 28.6% (10) | 0.17 | 35 |

| | | | | | | | |
|---|--------------------------|--|--|--|--|--|-----------|
| gives the drug industry virtual free reign to do off-label promotion. | | | | | | | |
| | <i>answered question</i> | | | | | | 36 |
| | <i>skipped question</i> | | | | | | 0 |

4. OPTIONAL: Please provide any further comments you may have regarding any of the issues highlighted in the above comments.

| | | Response Count |
|--|--------------------------|----------------|
| | | 16 |
| | <i>answered question</i> | 16 |
| | <i>skipped question</i> | 20 |

5. OPTIONAL: If your comments are quoted in Pharma Marketing News and you would like attribution, please provide the following information. We will contact you about your comments and give you a chance to approve quotes before they are published. You must supply all contact information, including your email address, for us to do this. This information is NOT shared with third parties and will only be used to contact you about your responses to this survey. LEAVE THIS BLANK IF YOU WISH TO REMAIN ANONYMOUS.

| | | Response Percent | Response Count |
|----------------|--------------------------|------------------|----------------|
| Name | <input type="text"/> | 100.0% | 8 |
| Job Title | <input type="text"/> | 50.0% | 4 |
| Company | <input type="text"/> | 62.5% | 5 |
| Phone | <input type="text"/> | 62.5% | 5 |
| E-mail Address | <input type="text"/> | 87.5% | 7 |
| | <i>answered question</i> | | 8 |
| | <i>skipped question</i> | | 28 |