1. **How soon after launch would you consider prescribing a new drug?**

|  |  |
| --- | --- |
| **Which statement is most accurate?** | ✓ |
| I am likely to be one of the first to prescribe it  |  |
| I would normally prescribe after seeing the company representative  |  |
| I will wait until my colleagues in the practice have tried it in a few patients  |  |
| I will prescribe after I have seen local consultant colleagues use it in a few patients  |  |
| I will wait until it is commonly used or on local formulary  |  |

1. **What is your policy about seeing drug reps?**
2. **What influence, if any, do drug reps have on your prescribing?**
3. **Do you accept hospitality from the Pharma industry? – if so to what degree?**
4. **Examine your answers above and reflect on any issues arising**