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PHYSICIAN/PHARMACIST SURVEY

FAMILY OF THE FUTURE

NOVEMBER 1982

PHYSICIAN/PHARMACIST SURVEY

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1. INTRODUCTION

1.1 Background

In January 1982, the Family of the Future (FOF) conducted marketing research among users and nonusers of contraception in Cairo. The general objectives of this research were to identify awareness and use of family planning methods and to identify users' perception of FOF products in order to assist in marketing decision-making. Several important findings and recommendations emerged with regard to the role that physicians and pharmacists have as contraceptive information providers. The study found that physicians were mentioned by all women as a major source for information about family planning. Pharmacists were rarely mentioned as source of information about family planning even though condoms, foaming tablets, and oral pills are purchased in pharmacies.

The study recommended that:

- (1) FOF should provide physicians and pharmacists with information family planning, specific methods and brands, and side effects and how patients or customers can deal with them.
- (2) Physicians be encouraged to offer patients information about family planning, and the pharmacists should be cultivated as a source of information on family planning.
- (3) Research be conducted among physicians and pharmacists to determine their knowledge, and to determine appropriate information needs.

To follow up the recommendations of the above study, a quantitative research survey among physicians and pharmacists was planned and implemented by Family of the Future with assistance from Porter, Novelli and Associates, a social marketing firm based in Washington, D.C.

1.2 Objectives of the Survey

The purpose of the survey was to assess the following information from physicians and pharmacists in the Cairo Metropolitan area;

- * Physicians and pharmacists attitudes towards providing patients or customers with information about health and contraception.
- * Physicians and pharmacists attitudes towards various methods of contraception.
- * Physician and pharmacist perceptions regarding FOF products, activities, and services by detailing staff such as medical representatives and distributors.
- * Direction of development for information and education materials to provide physicians and pharmacists.

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2. METHODOLOGY

2.1 Questionnaire Design

Several studies were reviewed prior to the development of the questionnaires used in this research :

- Physicians survey conducted in Cairo prior to launching the FOF program. The survey was conducted among 160 physicians and was designed to gather information for planning sales, marketing and communication strategies for FOF's detailing to physicians.
- FOF 1980 pharmacists survey which sampled 100 pharmacists to determine their practices in selling contraceptives and their customers' preferences.
- International Fertility Research Program Pharmacist Bulletin Study conducted among 450 pharmacists in October 1980. This study examined the pharmacist's knowledge, attitudes, and practices associated with retailing contraceptives.
- Futures Grop Pharmacy Survey conducted by Fika Rammadan, this study is a general description of the pharmacy business in Egypt.

In addition to reviewing the above studies, several in-depth interviews were conducted with physicians and pharmacists during the development of the questionnaires to clarify questions and verify appropriate response categories.

The questionnaires were pre-tested among a small sample of physicians and pharmacists. Minor revisions were made based on the results of the pretest.

The questionnaires were formatted for self-administration among physicians and pharmacists but were delivered in person to each health professional by FOF volunteers.

2.2 Sampling Design

A probability sample was designed so that results could be generalized as representative of all physicians and pharmacists in the greater Cairo area.

Two separate sampling frames (a list of physicians and a list of pharmacists) were obtained from FOF and from the Ministry of health, the number of physicians and pharmacists in each geographic area of Cairo were counted, the geographic areas for each list were stratified or identified according to the estimated socio-economic level (poor, middle, high) of the area in which the clinic or pharmacy was located.

The total sample consisted of 300 physicians and 300 pharmacists. This sample size was considered adequate to conduct subanalyses according to socio-economic level.

A sample of 100 physicians and 100 pharmacies was drawn from each of their respective socio-economic levels. These 100 physicians and 100 pharmacies were drawn randomly according to the cluster sample method, in which a specific number of physicians or pharmacies was randomly drawn from each geographic area. The number drawn from

any particular geographic area was determined by the ratio of the number of physicians or pharmacists in that area to the total number of physicians or pharmacists in its socio-economic level.

The names and addresses of the sampled physicians and pharmacies were given to FOF volunteers who were trained to distribute the questionnaire. Fieldwork was conducted during September 1982.

2.3 Analysis

Frequencies percentages are reported and analysed here, sub-analyses according to socio-economic level and physician speciality was performed on most questions but only statistically significant differences (according to the chi square test of significance) are reported here*.

All percentages are rounded to the nearest whole number, so totals may not equal exactly 100 percent.

Many questions had to be treated as multiple response questions, because respondents often circled more than one response, although the questions were intended to elicit only a single response. Thus, percentages for these questions will exceed 100 percent, and must be interpreted accordingly.

(If computed χ^2 x^2 reject H_0 that there is no significant relationship. $\alpha = .05$)

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PHYSICIAN / PHARMACIST SURVEY

III PHYSICIAN FINDINGS

3. PHYSICIAN FINDINGS

3.1 Composition of the Sample

<u>Physician Speciality</u>		<u>Percent (N 300)</u>
General Practitioner	150	50%
Obsterician-Gynecologist	150	50%

Socio-economic Level of Area According to Sampling Design

Poor Level	100	33%
Middle	100	33%
High level	100	33%

Socio-economic Level of Area Reported by Physician

Poor Level	35	12%
Middle Level	218	73%
High Level	42	14%
Don't know/not stated	5	2%

Work Status at Private Clinic

Full Time	32	11%
Part Time	264	88%
Not Stated	4	1%

- Although physicians in private clinics from each of the three socio-economic levels were equally represented in the sample, nearly three-quarters (73 percent) of the physicians indicated that their clinic was located in a middle socio-economic level.
- General practitioners and obstetrician-gynecologists are equally represented in the sample.

3.2 Physicians Responsibility to Provide Counseling on Family Planning

Do you provide family planning services to your patient?

	Percent (N 300)
Yes	96%
No	3%
Not Stated	1%
	<hr/> 100%

Regarding the responsibility of physicians to provide counseling on family planning, which statement comes closest to your opinion?

	Percent (N 300)
- Physicians have major responsibility	43
- Physicians have responsibility if patients request information	53
- Physicians have no responsibility to provide counseling on family planning	2
- No Answer	2
	<hr/> 100%

- The overwhelming majority of physicians (96 percent of those surveyed) indicated that they provide family planning services to their patients.
- Among the ten physicians who do not provide services, seven indicated that they do not provide services because their patients do not want counseling, two indicated that it is not the physicians responsibility, and one respondent indicated that he does not support family planning.
- Physicians are divided on their responsibility to provide counseling on family planning to patients. Slightly less than half (43 percent) believe that physicians have a major responsibility, and slightly more than half (53 percent) believe physicians have responsibility if their patients request information.

3.3 Method and Brand Recommendations

3.3.1 Oral Pill

DO YOU RECOMMEND ORAL PILL TO YOUR PATIENTS?

	Percent (N 300)
Yes	78%
No	21%
No Answer	1%
	<hr/> 100%

IF NOT, WHY NOT?	Percent (N 64)
Serious side effects	47%
Not suitable for all women	25%
Difficult to use systematically	6%
Other	22%
	<hr/> 100%

- Over three-quarters of the physicians surveyed (78 percent) recommend oral pills to their patients.

OF THE FOLLOWING BRANDS OF LOW DOSE ORAL PILLS, WHICH DO YOU PREFER TO RECOMMEND?

	Percent (N 300)
Nordette	25%
Microvlar	22%
Both Nordette & Microvlar	36%
Other	2%
I have no brand preference	7%
I don't recommend low-dose pills	2%
No answer	6%
	<hr/> 100%

WHY DO YOU PREFER TO RECOMMEND THAT BRAND OF LOW-DOSE PILLS.

	Percent (N 276)
Less side effects than high-dose pills	65%
Effective	3%
Suitable for most women	5%
Other	8%
No answer	19%
	<hr/> 100%

- No clear-cut preference for either brand of low-dosage oral pill is revealed:

- One-quarter of physicians prefer Nordette.
- One-quarter of physicians prefer Microvlar.

- "Both Nordette and Microvlar"

Was not listed as a response choice on the questionnaire, yet over one-third of the physicians circled both Nordette and Microvlar. This indicates that physicians do not distinguish between these two brands of oral pills.

In fact, the dosage proportions of estrogen and progesterone are the same for both brands.

- Nearly two-third of the physicians (60 percent) indicated that they prefer to recommend a particular brand because of the fewer side effects than high dose pills. Physicians appear to have answered this question in terms of a recommended method, rather than a recommended brand.

OF THE FOLLOWING BRANDS OF HIGH DOSE PILLS WHICH DO YOU PREFER
TO RECOMMEND?

	Percent (N 300) *
Primovlar	23%
Ovral	14%
Anovlar	13%
Other specify	1%
I have no brand preference	12%
I don't recommend high dose pills	31%
No answer	16%

WHY DO YOU PREFER THAT BRAND OF HIGH DOSE ORAL PILLS?

	Percent (N 159)
More effective	26%
Suitable	13%
Other	38%
No answer	23%
	100%

- Nearly one-third of the physicians surveyed (31 percent) do not recommend high-dose pills.
- Nearly one-quarter (23 percent) recommend Primovlar.
- Overall and Anovlar were preferred by only 14 percent and 13 percent of the physicians, respectively.

* Total percent exceeds 100 due to multiple responses

3.3.2 Condom

DO YOU RECOMMEND CONDOMS TO YOUR PATIENTS AS A METHOD
OF CONTRACEPTION?

	<u>Total</u> Percent (N 300)	<u>General</u> <u>Practitioner</u> Percent (N 150)	<u>OB-GYN</u> Percent (N 150)
Yes	62%	54%	70%
No	37%	45%	28%
No answer	1%	1%	2%
	<hr/> 100%	<hr/> 100%	<hr/> 100%

IF NOT, WHY NOT?

	<u>Percent</u> (N 111)
Men refuse to use them	50%
Decreases psychological & sexual desire	9%
Not safe, not effective	29%
Other	12%
	<hr/> 100%

- Nearly two-thirds of the physicians surveyed (62 percent) recommend condoms to their patients. OB-GYNS were more likely than general practitioners to recommend condoms (70 percent and 54 percent, respectively).
- Among physicians who do not recommend condoms, (50 percent) indicated they do not recommend condoms because men refuse to use them.
- Another (30 percent) of them indicated they do not recommend condoms because they are not effective methods to prevent pregnancy.

3.3.3 LOCAL CONTRACEPTIVES

DO YOU RECOMMEND LOCAL CONTRACEPTIVES TO YOUR PATIENTS?

	<u>Total</u> Percent (N 300)	<u>General</u> <u>Practitioner</u> Percent (N 150)	<u>OB-GYN</u> Percent (N 150)
Yes	67%	60%	74%
No	30%	38%	22%
No answer	3%	2%	2%
	<hr/> 100%	<hr/> 100%	<hr/> 100%

IF NOT, WHY NOT?

	<u>Percent</u> (N 90)
Not effective	61%
Serious side effects	11%
Patients refuse use	7%
Not convenient	11%
Other	9%
	<hr/> 99%

- Obstetrician-gynecologists were more likely than general practitioners to recommend local contraceptives to their patients (74 percent and 60 percent, respectively).
- Over two thirds of the physicians surveyed (67 percent) recommend local contraceptives. Among physicians who do not recommend local contraceptives, (61 percent) indicated that do not recommend them because they are not effective.

OF THE FOLLOWING METHODS OF LOCAL CONTRACEPTIVES, WHICH DO YOU PREFER TO RECOMMEND?

	Percent (N 300)
Foaming tablets	66%
Cremaes or Jellies	13%
Suppositories	15%
Diaphragm	11%
Other	1%
No preference	6%
No answer	14%

- Two thirds of physicians surveyed indicated that they preferred to recommend foaming tablets as a method of local contraception.*

FROM THE FOLLOWING, WHICH FOAMING TABLET DO YOU PREFER TO RECOMMEND?

	Percent (N 300)
Amaan	52%
Neo-Sampoo	27%
Other brand	10%
No preference	16%
No answer	15%

Total percent exceeds 100 due to multiple responses.

WHAT IS THE MAIN REASON OR REASONS WHY YOU PREFER THIS BRAND OF FOAMING TABLETS?

	Percent (N 300) *
Most effective	27
Higher quality	18
Inexpensive	27
Easily available	30
Better packaging	21
Fewer side effects	32
Other	4
No answer	20
No preference	16

- Over half of all physicians surveyed indicated that they prefer to recommend AMAAN foaming tablets over other brands.
- No single reason for preferring AMAAN brand emerged from the data. Reasons for preference indicated fewer side effects (32%); easily available (30%); most effective (27%) and inexpensive (27%).

3.3.4 IUDs

DO YOU RECOMMEND IUDs TO YOUR PATIENTS?

	Percent (N 300)
Yes	99
No	1
	100%

- The vast majority of the physicians surveyed recommend IUDs to their patients.

WHEN PRESCRIBING AN IUD FOR YOUR PATIENTS, DO YOU:

	Percent (N 300)
Prefer to provide the IUD	56%
Have your patient purchase IUD elsewhere	32%
No answer	12%
	100%

- Slightly over half of the physicians (56%) would prefer to provide the IUD to their patients. No significant differences were found by specialty or socio-economic area.
- Roughly one-third would prefer that their patients purchase the IUD elsewhere.

* Total percent exceeds 100 due to multiple reasons.

OF THE FOLLOWING BRANDS OF IUDs, WHICH DO YOU PREFER
TO RECOMMEND?

	Percent [*] (N 300)
Lippes Loop	14%
Copper T	74%
Copper 7	39%
Multilude	11%
Other	2%
No answer	5%

WHAT IS THE MAIN REASON OR REASONS, WHY YOU PREFER THIS
TYPE OF IUD?

	Percent (N 300)
Most effective	63%
Inexpensive	37%
Easiest to insert	58%
Easily available	41%
Causes fewer side effects	55%
Most experience with this type of IUD	42%
Other	6%
No answer	5%

- Three-quarters of the physicians surveyed (74 percent) indicated that they prefer recommend the Copper T. Another (39 percent) prefer to recommend the Copper 7.
- The most frequently cited reasons for preferring to recommend these brands of IUDs were: most effective (63 percent); easiest to insert (58 percent); and fewer side effects (55 percent).

* Total percent exceeds 100 due to multiple responses.

FOR EACH OF THE FOLLOWING BRANDS OF IUDs, PLEASE INDICATE HOW MANY YOU CURRENTLY HAVE IN YOUR CLINIC?

<u>IUD Type</u>	<u>Numver of Respondents</u>	<u>Percent of Sample</u>	<u>Average No. of IUDs in Clinic</u>
Copper T	148	49%	19
Copper 7	88	29%	19
Multilude	12	4%	12
Lippes Loop	28	9%	28

- Roughly half of the physicians responded to the question on Copper T type IUDs. Those who responded indicated that an average of 19 Copper Ts are kept in the clinic.
- Less than one-third of the physicians responded to the question on Copper 7 type IUDs. Those who responded indicated that an averafe of 19 Copper 7s are kept in the clinic.
- An average of 12 Multiludes were reported to be kept in the clinic. This figures should ve reqarded with caution, however as only 4% of the samples responded.

FOR EACH OF THE FOLLOWING BRANDS IUDs, PLEASE INDICATE FROM WHERE THEY WERE OBTAINED.

IUD	Number of Cases	Percent of Sam-ple Res-ponding %	Source of IUD			
			Pharmacy %	Family of the Future %	Family Planning Ctr. %	TOTAL %
Copper T	180	60	33	66	1	100
Copper 7	103	34	26	74	0	100
Multilude	18	6	83	11*	6	100
Lippes Loop	28	9	50**	7*	43	100

- Among the 60 percent of physicians who responded to the question on Copper Ts, two-thirds indicated that they obtained the Copper T from Family of the Future.
- Among the 34 percent of physicians who responded to the question on Copper 7s, three quarters indicated that they obtained the Copper 7 from Family of the Future.

* Family of the Future does not provide these products.

** Lippes Loop is not available in pharmacies.

3.4 Reported Side Effects of Methods

3.4.1 Oral Pill

WHICH OF THE FOLLOWING SIDE-EFFECTS OR PROBLEMS DO YOUR PATIENTS FREQUENTLY EXPERIENCE FROM THE ORAL PILL?

	Percent (N 300)
Weight gain	69%
Light menses	55%
Spotting	44%
Headache/Migrane	58%
Dizziness	36%
Stop menstual period	23%
Decreased Libido	13%
Increased perspiration	10%
Hair loss	2%
Unwanted pregnancy	15%
No answer	4

- Side effects from the pill most frequently cited by physicians included: weight gain (69 percent); headach/migrane (58 percent) and light menses (55 percent).

3.4.2 Local Contraceptives

WHICH OF THE FOLLOWING SIDE-EFFECTS OR PROBLEMS DO YOUR PATIENTS FREQUENTLY EXPERIENCE WITH FOAMING TABLETS?

	Percent (N 300)
Unwanted pregnancy	56%
Burning/bushing/unpleasant sensation for women	42%
Burning/bushing/unpleasant sensation for men	24%
Discharge for women	33%
Has to be inserted 10 minutes before intercourse	31%
Effective only 1/2 hour	28%
Other	6%
No answer	7%

- The most frequently reported side effects of foaming tablets were unwanted pregnancy (56 percent) and burning sensation for women (42 percent).

Total percent exceeds 100 due to multiple responses.

3.4.3 IUDs

WHICH OF THE FOLLOWING SIDE-EFFECTS OR PROBLEMS DO YOUR PATIENTS FREQUENTLY EXPERIENCE WITH IUDs?

	Percent * (N 300)
Bleeding	66%
Cramping	47%
Perforation of the uterus	4%
Pelvic inflammation	11%
Heavy menses	66%
Expulsion of IUD	19%
Pregnancy	31%
Other	3%
No answer	3%

- A majority of the physicians reported that their patients frequently experience bleeding and heavy menses with IUD.

3.4.4 Physician's action when patient develops side-effects.

WHAT DO YOU GENERALLY DO WHEN YOUR PATIENTS DEVELOP SIDE-EFFECTS WITH VARIOUS CONTRACEPTIVES?

<u>Physicians action</u>	<u>Pill (N 300)</u>	<u>Foaming Tablet (N 300)</u>	<u>IUD (N 300)</u>
Change the brand of Contraception	19%	5%	10%
Change the method of Contraception	65%	74%	21%
Encourage patients to continue use	11%	11%	65%
No answer	5%	10%	4%
TOTAL	100%	100%	100%

- Over two-third of the physicians surveyed (65 percent) indicated that they change the patient's method of contraception if the patient develops side-effects from the pill, and (74 percent) indicated that they change the method when their patients develop side-effects from foaming tablets.
- Over two-thirds of the physicians (65 percent) encourage their patients to continue using the IUD if they experience side-effects.

* Total percent exceeds 100 due to multiple responses.

3.5 Reported Advantages and Disadvantages of Methods

WHAT DO YOU SEE AS THE MAJOR ADVANTAGES OF EACH CONTRACEPTIVE METHOD? *

<u>ADVANTAGE</u>	<u>Pill (N 300)</u>	<u>Condom (N 300)</u>	<u>Foaming Tablet (N 300)</u>	<u>IUD (N 300)</u>
Effective	72%	32%	14%	81%
Easy to use	61%	37%	52%	68%
Inexpensive	67%	49%	41%	50%
Available	55%	40%	35%	55%
No serious side effects	54%	50%	28%	27%
Doesn't affect the man	44%	11%	15%	56%
Doesn't interfere with intercourse	**	**	18%	66%
Other	4%	7%	6%	3%
No answer	6%	16%	20%	3%

- Effectiveness was reported as a major advantage of the pill and the IUD.
- Ease of use was considered an important advantage of the pill, the foaming tablet and the IUD.
- Two-thirds of the physicians considered a major advantage of the IUD to be that it doesn't interfere with intercourse.
- The inexpensive price of the pill, the condom and the foaming tablet were considered other important advantages.

* Total for each method exceeds 100 percent due to multiple responses.

** Response category not provided.

*

WHAT DO YOU SEE AS THE AMJCR DISADVANTAGES OF EACH CONTRACEPTIVE METHOD?

<u>DISADVANTAGES</u>	<u>Pill (N 300)</u>	<u>Condom (N 300)</u>	<u>Foaming Tablet (N 300)</u>	<u>IUD (N 300)</u>
Not effective	1%	30%	48%	4%
Difficult to use	13%	25%	19%	7%
Expensive	1%	5%	4%	11%
Not easily available	3%	4%	2%	59%
Serious side-effects	81%	14%	25%	3%
Interferes with intercourse	**	60%	28%	1%
Affects the man	**	42%	18%	3%
Discharge for woman	*	*		**
Must be inserted 10 min. before intercourse	**	**	41%	**
Effective only 1/2 hour	**	**	37%	**
Other	9%	12%	**	9%
No answer	10%	8%	7%	20%

- Serious side-effects was considered by physicians to be the most major disadvantage of pills.
- The most frequently cited disadvantage of the condom is that it interfere with intercourse.
- The major disadvantages of foaming tablets were reported by physicians:
 - (1) It is not effective.
 - (2) Must be inserted 10 min. before intercourse.
 - (3) Its limited effectiveness time.
- The most frequently cited disadvantage of the IUD was that it is not easily available.

* Total for each method exceeds 100 percent due to multiple responses.
 ** Respons category not provide.

3.6 Patient's Information About Methods

HOW MUCH INFORMATION DO YOUR PATIENTS HAVE ABOUT EACH CONTRACEPTIVE METHOD?

	<u>Pill</u> <u>(N 300)</u>	<u>Condom</u> <u>(N 300)</u>	<u>Foaming</u> <u>Tablet</u> <u>(N 300)</u>	<u>IUD</u> <u>(N 300)</u>
They are not aware of the method	16%	18%	29%	10%
They are aware of the method but do not use it	15%	57%	39%	19%
They are aware of the method and use it	65%	22%	25%	67%
No answer	4%	3%	7%	4%
TOTAL	100%	100%	100%	100%

- Roughly two-third of the physicians surveyed reported that their patients are aware of the pill (65 percent) and the IUD (67 percent) and use them.
- Over half of the physicians (57 percent) reported that their patient are aware of the condom but do not use it.
- Forty percent of the physicians reported that their patients are aware of foaming tablets but do not use them.
- Nearly (30 percent) indicated that their patients are not aware of foaming tablets. Physicians in poor and middle areas were over twice as likely to report that patients are not aware of the foaming tablets as physicians in high areas (36 percent) poor areas; (31 percent middle areas; and (15 percent) in high areas). In addition, general practitioners were more likely than OB-GYNs to report that their patients are not aware of the foaming tablet (32 percent versus 23 percent, respectively).

3.7 Physicians' Perceptions of FOF Products and Services

3.7.1 Physicians' Information About FOF

ARE YOU FAMILIAR WITH?	Percent [*] (N 300)
FOF Organization	73%
FOF's activities	48%
FOF's products	63%
I am not familiar with FOF	18%
No answer	4%

- A high proportion of physicians indicated familiarity with the FOF Organization (73 percent) and with FOF's products (63 percent). A slightly smaller proportion (48 percent) indicated familiarity with FOF's activities.
- General Practitioners were less likely than OB-GYNs to be aware of FOF's activities (40 percent versus 56 percent) and FOF's products (54 percent versus 72 percent).
- Roughly (20 percent) of the physicians are not familiar with FOF. No significant difference were found according to physician's specialty or socio-economic area.

3.7.2 Frequency of Dealing with FOF

DO YOU CURRENTLY DEAL WITH FOF?	TOTAL Percent (N 300)	General Practitioner Percent (N 150)	OB-GYN Percent (N 150)
Yes	66%	57%	74%
No	28%	36%	21%
No answer	6%	7%	5%
	100%	100%	100%

- Two-thirds of the physicians indicated that they currently deal with FOF. A higher proportion of OB-GYNs than general practitioners currently deal with FOF (74 percent versus 57 percent).

* Total percent exceeds 100 due to multiple responses.

WHY YOU DO NOT DEAL WITH FOF?

	Percent [*] <u>(N 84)</u>
Do not know about FOF	22%
FOF has not contacted me	54%
I deal with other companics	9%
No answer	22%

- Roughly half of the physicians who do not deal with FOF (54 percent) indicated that FOF has not contacted them, and (22 percent) indicated that they do not know about FOF.
- Twice as many general practitioners than OB-GYNs indicated that FOF has not contacted them (22 percnet versus 9 percent, respectively).

WHAT IS AN ADEQUATE NUMBER OF VISITS BY FOF MEDICAL REPRESENTATIVES?

	Percent <u>(N 300)</u>
I visit per month	48%
I visit per two months	23%
I visit per three months	17%
Other	2%
No answer	10%
	<u>100%</u>

- Almost half of the physicians (48 percent) consider one visit by an FOF medical representative per month to be adquate.
- One-quarter (23 percent) would prefer one visit every two months.

HAVE YOU EVER BEEN VISITED BY AN FOF MEDICAL REPRESENTATIVE?

	Percent <u>(N 300)</u>
Yes	83%
No	16%
	<u>99%</u>

* Total percent exceeds 100 due to multiple responses.

DO YOU FEEL THAT THE FREQUENCY OF VISITS BY FOF
MEDICAL REPRESENTATIVES IS:

	Percent (N 300)
Too frequent	1%
Adequate	54%
Too infrequent	24%
Never	10%
No answer	12%
	101%

- The majority of the physicians (83 percent) indicated that they have been visited by an FOF medical representative.
- Over half (54 percent) indicated that frequency of medical visits was adequate.
- Twenty-four percent, however, felt that the visits were too infrequent. General practitioners were more likely than OB-GYNs to report that the frequency of visits from FOF medical representatives is too infrequent (28 percent versus 19 percent, respectively).

3.8 Information and Education Materials Needed By Physicians

OF THE FOLLOWING CONTRACEPTIVE METHODS, FOR WHICH WOULD YOU LIKE TO
RECEIVE MORE INFORMATION?

	Percent * (N 300)
IUD	52%
Oral Pill	34%
Condoms	15%
Foaming Tablets	24%
Diaphragms	30%
No answer	21%

- Fifty two percent of the physicians indicated that they would like to receive more information on the IUD.
- Roughly one-third would like more information on oral pills.

Total percent exceeds 100 due to multiple responses.

IN WHAT FORMS OF COMMUNICATION WOULD YOU LIKE TO RECEIVE THIS INFORMATION?

	Percent * <u>(N 300)</u>
Meetings	81%
Seminars	21%
Others	7%
No answer	3%

- The most majority of physicians (81 percent) indicated that they would like to receive this information in the form of meetings.

HAVE YOU EVER RECEIVED FOF BOOKLETS OR EDUCATIONAL MATERIALS?

	Percent <u>(N 300)</u>
Yes	56%
No	42%
No answer	2%
	<hr/> 100%

- Over half of the physicians (56 percent) indicated that they have ever received FOF booklets or educational materials.

HOW WOULD YOU RATE THESE MATERIALS?

	Percent <u>(N 174)</u>
Very useful	51%
Somewhat useful	47%
Not very useful	2%
	<hr/> 100%

- Among physicians who have received these materials, half consider them to be very useful and half consider to be somewhat useful.

WHAT DO YOU LIKE TO RECEIVE WRITTEN INFORMATION TO GIVE TO YOUR PATIENTS?

	Percent <u>(N 300)</u>
Yes	85%
No	9%
No answer	6%
	<hr/> 100%

- (85 percent) of physicians indicated that they would like to receive written information to give their patients.

* Total percent exceeds 100 due to multiple responses

WOULD YOU LIKE INFORMATION IN ANY FORM OTHER THAN WRITTEN?

	Percent (N 241)
Yes	73
No	27
No answer	--

	100%

- Among physicians who responded to this question (80 percent of sample), nearly three-quarters indicated they would like information in forms than written.

WOULD YOU LIKE THE FOLLOWING MATERIALS FOR YOUR OFFICE OR CLINIC?

	Percent * (N 300)
Posters in family planning	54
Instruction pamphlets for patients	70
Picture aids to facilitate counseling patients	69
Others	5
I want none of the above materials	7
No answer	5

- A large proportion of physicians indicated that they would like to receive instruction. Pamphlets for patients (70 percent) and picture aids to facilitate counseling patients (69 percent).
- A slightly smaller proportion (54 percent) indicated that they would like to receive posters on family planning. Physicians in the poor and middle socio-economic areas were twice as likely to indicate they wanted posters on family planning than physicians in high areas (63 percent from poor areas; 67 percent from middle areas; 33 percent from high areas). Physicians in poor and middle areas were also more likely than physicians in high areas to want picture aids to facilitate their counseling of patients.

* Total percent exceeds 100 due to multiple responses.

4. PHARMACIST FINDINGS

4.1 Composition of the Sample

<u>Socio-economic Level of Area</u> <u>According to Sampling Design</u>	<u>Percent</u> <u>(N 300)</u>
Poor level	100
Middle level	100
High level	100
 <u>Socio-economic Level of Area</u> <u>Reported by pharmacists</u>	 <u>(N 300)</u>
Poor level	5%
Middle level	75%
High level	18%
Don't know/not stated	2

- Although pharmacies from each of the three socio-economic levels were equally represented in the sample, three-quarters of the pharmacists (75 percent) reported that their pharmacy was located in a middle socio-economic area.

4.2 Availability of Contraceptives

DOES YOUR PHARMACY SELL CONTRACEPTIVE METHODS?

	<u>Percent</u> <u>(N 300)</u>
Yes	100
No	-
	<hr/> 100%

- All pharmacists reported that they sell contraceptives.

27a

PHYSICIAN / PHARMACIST SURVEY

.IV PHARMACIST SURVEY

WHAT CONTRACEPTIVE METHODS ARE AVAILABLE IN YOUR PHARMACY?

	<u>Oral Pills (N 300)</u>	<u>Condoms (N 300)</u>	<u>Foaming Tablets (N 300)</u>	<u>IUDs (N 300)</u>
Always available	69%	82%	82%	62%
Sometimes available	23%	12%	10%	20%
Never available	7%	5%	5%	12%
No answer	1%	1%	3%	6%
	<hr/>	<hr/>	<hr/>	<hr/>
	100%	100%	100%	100%

- Over (80 percent) of all pharmacists surveyed indicated that condoms and foaming tablets are always available.
- A slightly lower proportion (69 percent) indicated that oral pills are always available.
- While nearly two-thirds of the pharmacists reported that IUDs are always available, (12 percent) reported that they are never available.

ON THE AVERAGE, HOW MANY CUSTOMERS BUY CONTRACEPTIVES FROM YOUR PHARMACY IN ONE WEEK?

<u>No. of Customers per week</u>	<u>Percent (N 300)</u>
10 - 50	24%
51 - 100	32%
101 - 150	10
151 - 200	9
201 - 250	2
251 and above	12
No answer	11
	<hr/>
TOTAL	100%

Mean = 149 customers per week.

- An average of 149 customers buy contraceptives from pharmacies each week.
- A distribution of the frequency of the number of customers reveals, however, that this mean may be slightly inflated. Twelve percent of the pharmacists reported that over 250 customers purchase contraceptives each week. (of these, 6 percent reported that 300-350 customers purchase contraceptives per week, and 6 percent reported that 350-999 customers purchase contraceptives each week). These disproportionately high figures are inflating the mean.
- Over half of the pharmacists reported that less than 100 customers purchase contraceptives each week.

4.3 Responsibility to Provide Counseling in Family Planning

I PROVIDE COUNSELING TO MY CUSTOMERS REGARDING CONTRACEPTIVE METHODS.

	Percent <u>(N 300)</u>
Often	46%
Sometimes	39%
Rarely	14%
No answer	1%
	<hr style="width: 10%; margin: 0 auto;"/> 100%

- Nearly half (46 percent) of the pharmacists indicated that they often provide counseling to their customers, while another (40 percent) indicated that they sometimes provide counseling.

DOES THIS HAVE A POSITIVE EFFECT ON YOUR SALES?

	<u>Percent (N 300)</u>
Yes	61%
No	21%
No answer	18%
	<hr style="width: 10%; margin: 0 auto;"/>
	100%

- Over (60 percent) of the pharmacists feel that the pharmacist's role in providing counseling has a positive effect on their sales.

WHAT IS YOUR OPINION REGARDING PHARMACISTS COUNSELING CUSTOMERS ABOUT FAMILY PLANNING?

	<u>Socio-economic Area of Pharmacy</u>			
	<u>TOTAL (N 300)</u> %	<u>Poor (N 100)</u> %	<u>Middle (N 100)</u> %	<u>High (N 100)</u> %
Pharmacists should always counsel customers	43	40	50	39
Pharmacists should sometimes counsel customers	42	48	40	38
Pharmacists should never counsel customers	9	8	3	16
No answer	6	4	7	7
	<hr style="width: 10%; margin: 0 auto;"/>			
	100%	100%	100%	100%

- Pharmacists' opinions regarding counseling customers are consistent with their reported behavior: Over (40 percent) feel pharmacists should always counsel customers, while another (40 percent) feel pharmacists should sometimes counsel customers.
- Pharmacists in middle socio-economic areas were slightly more likely than pharmacists in other areas to indicate that pharmacists should always counsel their customers. Pharmacists from high socio-economic areas were slightly more likely than pharmacists in other areas to indicate that pharmacists should never counsel customers.

4.4 Method And Brand Recommendation

4.4.1 Methods Recommended

IF A CUSTOMER ASKS YOU TO RECOMMEND A FAMILY PLANNING METHOD,
WHICH DO YOU MOST FREQUENTLY RECOMMEND?

	Percent <u>(N 300)</u>
Oral Pill	31
IUD	11
Condom	6
Foaming tablets	8
Oral Pill + IUD	2
Oral Pill + Condom	6
Condom + IUD	2
Condom + IUD + Oral Pill	2
Oral Pill + Foaming Tablets	3
Condoms + Foaming tablets	4
IUD + Condoms + Foaming Tablets	2
Others +(5% + 8%)	13*
Do not recommend family planning methods	10
	100%

- One third of all pharmacists (31 percent) indicated that they recommend the oral pill most frequently. An additional (13 percent) recommend the oral pill in combination with other contraceptive methods.
- Eleven percent of the pharmacists indicated that they recommend the IUD most frequently and an additional (8 percent) recommend the IUD in combination with other methods.

* Five percent indicated they recommend "other" methods, and 8 percent recommended "other" methods in combination with the methods provided in the response categories.

- Six percent of the pharmacists recommend condoms most frequently, and an additional (16 percent) recommend the condom in combination with other methods.
- Eight percent of the pharmacists recommend foaming tablets most frequently, while an additional (9 percent) recommend foaming tablets in combination with other methods.

PLEASE SHOW FOR THE FOLLOWING CONTRACEPTIVE METHODS THE WAY CUSTOMERS USUALLY ASK FOR THESE METHODS.

	Oral Pill (N 300) %	Condoms (N 300) %	Foaming Tablets (N 300) %	IUDs (N 300) %
Present Description	10	3	13	72
Method, No brand name	31	65	47	8
Specific brand name	51	20	28	9
No answer	8	12	12	11
	100%	100%	100%	100%

- Over half of all pharmacists (51 percent) reported that customers request oral pills by their specific brand name.
- Two-thirds of the pharmacists (65 percent) reported that customers generally ask for condom as a method, but that they do not request a brand name.
- Similarly, foaming tablets are requested by method rather than by brand name.
- Nearly three-quarters of the pharmacists indicated that customers present prescriptions for IUDs.

4.4.2 Brands Recommended And Sold1. Oral Pills

WHICH BRAND OF LOW DOSAGE ORAL PILLS DO YOU RECOMMEND
TO YOUR CUSTOMERS?

	Percent (N 300)
Nordette	36%
Microvlar	9%
Other	1%
Both Nordette and Microvlar	35%
Do not recommend brands	19
Do not sell Low Dosage oral pills 1*	
	100%

- Roughly one-third of the pharmacists indicated a preference for recommending Nordette over Microvlar (36 percent and 9 percent, respectively).
- "Both Nordette and Microvlar" was not listed as a response choice on the questionnaire, yet over one-third of the pharmacists (35 percent) circled both Nordette and Microvlar with a note that Nordette and Mivrovlar are the same.

* Less tha 1 percent

WHICH BRAND OF HIGH DOSAGE PILLS DO YOU RECOMMEND
TO YOUR CUSTOMERS?

	<u>Percent (N 300)</u>
Primovlar	20%
Ovral	10%
Anovlar	19%
Primovlar and Ovral	3%
Primovlar, Ovral and Anovlar	3%
Other	7%
Do not recommend brands	35%
Do not sell high dosage oral pills	2%
No answer	1%
	<hr style="width: 10%; margin: 0 auto;"/> 100%

- Slightly over one-third of all pharmacists surveyed (35 percent) do not recommend particular brands of high dose pills to their customers.
- Roughly (40 percent) of the pharmacists recommend either Primovlar or Anovlar their customers. No clear-cut brand preference was indicated.

PLEASE SHOW THE PERCENT OF YOUR ORAL PILL SALES
FOR THE FOLLOWING BRANDS:

	Percent (N 286) *
Nordette	37%
Microvlar	21%
Primovlar	16%
Ovral	10%
Anovlar	15%
Other	1%
	100%

- Nordette comprised nearly (40 percent) of pharmacists' reported average sale of oral pills.
- Microvlar comprised (21 percent) of pill sales.

2. Condoms

WHICH BRAND OF CONDOMS DO YOU RECOMMEND TO YOUR CUSTOMERS?

	Percent (N 300)
Tahiti	2%
Fulex	1%
Tops	67%
Durex	3%
Other	5%
Tops and Tahiti	3%
No preference/ do not recommend	17%
Do not sell condoms	1%
No answer	1%

- Nearly three-quarters of all pharmacists (70 percent) indicated they recommend Tops to their customers.
- (17 percent) reported that they do not recommend specific brands of condoms to their customers,

* The remaining 14 cases did not respond to this questions of these, 1% (4) do not sell oral pills

PLEASE SHOW THE PERCENT OF YOUR CONDOM SALES
FOR THE FOLLOWING BRANDS:

	<u>Percent*</u> <u>(N 278)</u>
Tahiti	8%
Fulex	3%
Tops	81% **
Durex	3%
Other	5%
	<hr/> 100%

- Tops was reported to comprise (81 percent) of pharmacists condom sales.

3. Local Contraceptives

WHICH BRAND OF FOAMING TABLET DO YOU RECOMMEND
TO YOUR CUSTOMERS?

	<u>Percent</u> <u>(N 300)</u>
Neo-sampon	16%
Amaan	44%
Neo-Sampon and Amaan	9%
Other	12%
Do not recommend brands	16%
Do not sell foaming tablets	2%
No answer	1%
	<hr/> 100%

- Amaan foaming tablets is more highly recommended than Neo-Sampon brand (44 percent versus 16 percent respectively).
- (16 percent) of the pharmacists surveyed do not have any brand preferences.

* The remaining 22 cases did not respond to this questions.

** Among the 278 pharmacists who responded to this question, 262 reported a sales percentage for Tops. Thus, approximately 87 percent of the total sample of pharmacists sels Tops.

PLEASE SHOW THE PERCENT OF YOUR FOAMING TABLET SALES

FOR THE FOLLOWING BRANDS:

	Percent* (N 286)
Neo-Sampoon	28%
Amaan	62% **
Other local Contraceptive	10%
	<hr/> 100%

- Amaan comprises roughly two-thirds of pharmacists' reported foaming tablet sales.

* The remaining 14 cases did not respond to this question. Of these 2% (4) do not sell foaming tablets.

** Among the 286 pharmacists who responded to this questions, 258 reported a sales percentage for Amaan. Thus, approximately 86 percent of the total sample of pharmacists sales Tops.

4. IUDs

PLEASE SHOW THE PERCENT OF YOUR IUD SALES
FOR THE FOLLOWING BRANDS:

	Percent (N 221) *
Copper T	62% **
Copper 7	34% ***
Multiludes	4%

	100%

- The copper T comprises twice as large a proportion of pharmacists' reported IUD sales as the Copper 7 (62 percent versus 34 percent, respectively).
- Reported Multilude sales are less than 5 percent.

* The remaining 79 cases did not respond to this questions. 20% (59) do not sell IUDs.

** Of the 221 respondents, 210 reported on Copper T. Thus, approximately 70 percent of the total sample sell Copper T.

*** Of the 221 resp., 172 reported on Copper 7. The average sale 43.5. Percent who sell Copper T 57%

4.4.3. Importance of Brand Variety

HOW IMPORTANT IS IT TO YOUR CUSTOMERS THAT YOU HAVE AVAILABLE DIFFERENT BRANDS OF THE SAME CONTRACEPTIVE METHODS?

	Percent (N 300)
Very important	56%
Some what important	28%
Not important	14%
No answer	1%
	99%

- Over half of the pharmacists (56 percent) indicated that their customers considered it very important to have different brands of contraceptive methods available.
- Nearly (30 percent) indicated that their customers considered it somewhat important.

IF CUSTOMERS ASK FOR A SPECIFIC BRAND AND IT IS NOT AVAILABLE IN YOUR PHARMACY DO YOU OFFER A DIFFERENT BRAND?

	Percent (N 300)
Yes	68%
No	31%
No answer	1%
	100%

- If a customer's brand is not available, nearly (70 percent) of the pharmacists indicated that they offer a different brand of contraception.

DO CUSTOMERS GENERALLY ACCEPT THE DIFFERENT BRAND?

	Percent (N 213)
Yes	71%
No	20%
Sometimes	9%
	100%

- (71 percent) of the pharmacists who responded to this questions (51 percent of total surveyed) indicated that their customers accept a different brand if it is offered.

IF A CUSTOMER'S BRAND IS NOT AVAILABLE, DO YOUR CUSTOMERS GENERALLY:

	<u>Percent (N 300)</u>
Ask for another brand	18%
Ask pharmacist to order their brand	16%
Go to another pharmacy	41%
Accept another brand that pharmacist recommends	10%
Other	10%
No answer	5%
	<hr/> 100%

- (40 percent of the pharmacists reported that their customers go to another pharmacy if the customer's brand is not available.

4.5 Customers' Information About Methods

WHICH FAMILY PLANNING METHOD DO YOUR CUSTOMERS NEED MORE INFORMATION ABOUT?

	<u>Percent* (N 300)</u>
Oral Pill	30%
IUD	21%
Condom	3%
Foaming Tablet	56%
Other	8%
No answer	2%

- Over half of the pharmacists reported that their customers need more information about foaming tablets.
- An additional (30 percent) indicated their customers need more information about the oral pill.
- Roughly one-fifth indicated that customers need information about the IUD.

* Total percent exceeds 100 due to multiple responses.

4.6 Pharmacists' Perceptions of FOF Products and Services

4.6.1 Pharmacists' Information About FOF

HAVE YOU ANY INFORMATION ABOUT:

	<u>Socio-economic Area*</u>			
	<u>Total</u>	<u>Poor</u>	<u>Middle</u>	<u>High</u>
	<u>(N 300)</u>	<u>(N 100)</u>	<u>(N 100)</u>	<u>(N 100)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
The FOF Organization	56	56	63	50
FOF's Activities	29	26	31	29
FOF's Products	62	68	61	59
Other	3	1	7	0
Not familiar with FOF	10	12	8	11
No answer	3	4	2	3

- A large proportion of pharmacists indicate that they have information about the FOF Organization (56 percent) and FOF products (62 percent) than the proportion who have information about FOF activities (29 percent).
- Pharmacists in the high socio-economic areas are slightly less likely than pharmacists from other areas to have information about the FOF Organization or its products.
- Pharmacists in the poor areas are slightly less likely than pharmacists in other areas to have information about FOF activities.

* Total percentages exceed 100 due to multiple responses.

4.6.2 Frequency of Dealing With FOF

HOW FREQUENTLY DO YOU DEAL WITH FOF?

	<u>Socio-economic Area</u>			
	<u>Total</u> (N 300) %	<u>Poor</u> (N 100) %	<u>Middle</u> (N 100) %	<u>High</u> (N 100) %
Very frequently	35	26	39	39
Somewhat frequently	43	40	47	44
Very infrequently	10	18	6	6
I do not deal with FOF	11	16	6	11
No answer	1	0	2	0
	100%	100%	100%	100%

- Nearly (80 percent) of all pharmacists deal with FOF at least somewhat frequently.
- Pharmacists from the poor socio-economic areas were least likely to have dealt with FOF.
- Eleven percent of the pharmacists surveyed indicated they do not deal with FOF. The most frequent responses pharmacists gave why they do not deal with FOF were:
 - . FOF has never contacted them (34 percent of those who do not deal with FOF; 6 percent of total sample);
 - . Do not know how to contact FOF (16 percent of those who do not deal with FOF; 3 percent of total sample); and
 - . Already deal with other companies and products (12 percent of those who do not deal with FOF; 2 percent of total sample).

WHAT IS AN ADEQUATE NUMBER OF VISITS FROM THE FOF MEDICAL REPRESENTATIVE?

	<u>Percent</u> (N 300)
1 visit per month	60%
1 visit per 2 months	20%
1 visit per 3 months	11%
Other	8%
No answer	1
	100%

- The majority of pharmacists (60 percent) indicated that one visit per month by an FOF medical representative to be adequate.
- One fifth, however, indicated that one visit every 2 month would be adequate.

DO YOU FIND THE FREQUENCY OF VISITS BY FOF'S MEDICAL REPRESENTATIVES TO BE:

	<u>Socio-economic Area</u>			
	<u>Total</u>	<u>Poor</u>	<u>Middle</u>	<u>High</u>
	<u>(N 300)</u>	<u>(N 100)</u>	<u>(N 100)</u>	<u>(N 100)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Too frequent	5	5	5	6
Adequate	51	40	57	57
Too infrequent	24	31	26	16
Never been visited	19	23	12	21
No answer	1	1	0	0
	-----	-----	-----	-----
	100%	100%	100%	100%

- Half of all pharmacists considered the frequency of visits by FOF's medical representatives to be adequate.
- Roughly one-quarter of all pharmacists considered the visits to be too infrequent. Pharmacists from poor areas were twice as likely as pharmacists from high areas to find the visits from FOF's medical representatives too infrequent (31 percent versus 16 percent).
- Nineteen percent of all pharmacists have never been visited by an FOF medical representative. A larger proportion of pharmacists in poor areas than in high areas indicated they have never been visited than pharmacists in middle areas.

DO YOU FIND VISITS BY FOF'S MEDICAL REPRESENTATIVES TO BE:

	<u>Socio-economic Level</u>			
	<u>Total (N 300)</u>	<u>Poor (N 100)</u>	<u>Middle (N 100)</u>	<u>high (N 100)</u>
Very useful	45	42	52	40
Somewhat useful	31	29	34	30
Not very useful	7	3	6	12
Never been visited	16	23	8	18
No answer	1	3	0	0
	100%	100%	100%	100%

- Slightly less than half of the pharmacists (45 percent) considered visits from FOF's medical representatives to be very useful. Roughly one-third considered them to be somewhat useful.
- Pharmacists from high areas were more likely to consider the visits not very useful than pharmacists from the other socio-economic areas.

WHAT IS AN ADEQUATE NUMBER OF VISITS FROM THE FOF DISTRIBUTOR?

	<u>Percent (N 300)</u>
1 visit per month	71%
1 visit per 2 months	17%
1 visit per 3 months	4%
Other	6%
No answer	2%
	100%

- The majority of pharmacists (71 percent) considered one visit per month from the FOF distributor to be adequate.

DO YOU FIND THE FREQUENCY OF VISITS BY FOF'S DISTRIBUTORS
TO YOUR PHARMACY TO BE:

	<u>Socioeconomic Level</u>			
	<u>Total</u> <u>(N 300)</u>	<u>Poor</u> <u>(N 100)</u>	<u>Middle</u> <u>(N 100)</u>	<u>High</u> <u>(N 100)</u>
Too frequent	4	4	5	3
Adequate	55	45	64	55
Too infrequent	27	30	21	30
Never been visited	13	20	9	11
No answer	1	1	2	1
	-----	-----	-----	-----
	100%	100%	100%	100%

- Slightly over half (55 percent) of all pharmacists considered the frequency of visits by FOF's distributors to be adequate.
- Slightly more than one-quarter (27 percent) of all pharmacists considered the visits to be too infrequent. Pharmacists from poor areas and from high areas were somewhat more likely to consider the visits too infrequent than were pharmacists from middle areas (30 percent versus 21 percent, respectively).
- One-fifth of the pharmacists in poor areas indicated that they have never been visited by an FOF distributor. This proportion is twice as high the proportion in the other economic areas.

HOW EASY IS IT FOR YOU TO GET FOF PRODUCTS FOR YOUR PHARMACY?

	<u>Tops</u> <u>(N 300)</u>	<u>Amaan</u> <u>(N 300)</u>	<u>Copper T</u> <u>(N 300)</u>	<u>Copper 7</u> <u>(N 300)</u>
Easy to get	66	68	59	49
Somewhat easy to get	14	15	15	13
Difficult to get	13	10	14	16
Do not sell FOF products	3	3	8	11
No answer	4	4	4	11
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

- Over two-thirds of all pharmacists indicated that both Tops and Amaan were easy to get (66 percent and 68 percent, respectively).
- A slightly smaller percentage of pharmacists indicated that Copper T and The Copper 7 were easy to get (59 percent and 49 percent, respectively).
- For all methods shown a positive relationship was found between ease of obtaining FOF products and frequency of dealing with FOF. (figures are not shown).
- In addition, for all methods shown, a positive relationship was found between ease of obtaining FOF products and frequency of visits from the FOF distributor. (figures are not shown).

4.6.4 Profitability of FOF Products

PLEASE RATE THE PROFITABILITY OF THE FOLLOWING FOF
CONTRACEPTIVES COMPARED TO OTHER COMPETITIVE BRANDS

	<u>Tops (N 300)</u>	<u>Amaan (N 300)</u>	<u>Copper 7 (N 300)</u>	<u>Copper T (N 300)</u>
FOF is more profitable	35	32	28	25
FOF is just as profitable	25	27	22	21
FOF is not as profitable	13	13	13	12
Don't know	17	17	22	24
No answer	10	12	15	18
	<hr/>	<hr/>	<hr/>	<hr/>
	100%	100%	100%	100%

- Roughly one-third of all pharmacists considered Tops and Amaan to be more profitable than other brands of contraceptives. Pharmacists from the poor areas and the high areas were slightly more likely than pharmacists from the middle areas to consider FOF contraceptives as more profitable. (Figures are not shown).
- Roughly on-quarter of the pharmacists considered the Copper 7 and Copper T to be more profitable than other brands. Pharmacists from the high areas were more likely than pharmacists from the middle or poor areas to consider the Copper 7 and Copper T more profitable (Figures are not shown).
- For each FOF contraceptives slightly more than (10 percent) of the pharmacists indicated that FOF brands are not profitable as other brands.

WHICH BONUS SYSTEM WOULD YOU PREFER?

	Percent (N 300)
Bigger FOF discounts but no bonus	40
Same FOF discount plus bonus	38
I am not familiar with FOF discounts and bonuses	17
No answer	5
	100%

- Pharmacists are divided on the issue of FOF discounts and bonuses.
- Almost one-fifth of all pharmacists, however, indicated that they were not familiar with the FOF discount and bonus system.

4.7 Information And Materials Needed By Pharmacists

PLEASE CHECK THE FAMILY PLANNING METHODS FOR WHICH YOU WOULD LIKE TO HAVE MORE INFORMATION:

	Percent * (N 300)
IUD	43
Oral Pill	22
Condoms	5
Foaming Tablets	36
Other	8
No answer	7

- The methods for which pharmacists requested information were the IUD (43 percent); Foaming Tablets (36 percent); and the Pill (22 percent).

* Total percentages exceed 100 due to multiple responses

IN WHAT FORM WOULD YOU LIKE TO RECEIVE INFORMATION ABOUT
CONTRACEPTIVE METHODS?

	Percent * <u>(N 300)</u>
Folders	50
Visits by FOF Medical Representatives	33
Periodic Newsletters	14
Other	3
No answer	3

- Pharmacists would prefer this information in the form of folders (50 percent) and face to face visits by FOF medical representatives (33 percent).

HAVE YOU EVER RECEIVED FOF'S BOOKLETS OR EDUCATIONAL MATERIALS?

	<u>Socio-economic Area</u>			
	<u>Total (N 300)</u>	<u>Poor (N 100)</u>	<u>Middle (N 100)</u>	<u>High (N 100)</u>
Yes	52	48	66	43
No	46	49	33	57
No answer	2	3	1	0

- Roughly half of the pharmacists surveyed have received FOF's educational booklets.
- Pharmacists in the high areas were least likely to have received any educational material.

* Total percent exceeds 100 due to myltiple responses.

HOW WOULD YOU RATE THESE MATERIALS?

	<u>Frequency</u>	<u>Percentage</u>
Very useful	87	57
Somewhat useful	60	39
Not very useful	7	4
	<u>154</u>	<u>100%</u>

- Among pharmacists who have received educational material, the majority rate these materials as very useful (57 percent) or somewhat useful (39 percent).

WOULD YOU LIKE TO HAVE THE FOLLOWING MATERIALS FOR YOUR PHARMACY?

	<u>Percent *</u> <u>(N 300)</u>
Posters/advertisements on contraception	27
Instruction pamphlets to give to customers	40
Picture aids to instruct customers about contraceptive methods	15
light boards	33
Other	2
No answer	3

- Forty percent of the pharmacists indicated that they would like to have instruction pamphlets to give to their customers.
- Other frequently mentioned information materials which pharmacists would like to have were light boards (33 percent) and posters on contraception (27 percent).
- The vast majority of physicians (93 percent) indicated that they would distribute printed information on contraceptive methods to their customers if FOF supplied the pharmacy with such information.

* Total percent exceed 100 due to multiple responses.

5. SUMMARY AND CONCLUSIONS

5.1 Sample Profile

1. The sample consisted of 300 physicians and 300 pharmacists from the Cairo metropolitan area.
2. Physicians and pharmacists were equally represented among three socioeconomic areas: poor, middle, and high. The majority of physicians and pharmacists, however, considered their area to fall into the middle socioeconomic level.
3. Half of the physicians surveyed were general practitioners and half were obstetricians-gynecologists (OB-GYNs). Nearly all physicians indicated they work part-time at private clinics.
4. Results may be generalized as representative of all physicians and pharmacists in the Cairo area.

5.2 Responsibility to Provide Counseling on Family Planning

1. Physicians and pharmacists are divided in their attitudes toward counseling patients and customers about contraception and family planning. While roughly half of both pharmacists and physicians believe they should always counsel patients or customers, the other half feel that counseling should be done sometimes, if their patients request information.
2. Pharmacists from high socioeconomic areas were slightly more likely than pharmacists in other areas to indicate that pharmacists should never counsel customers.

5.3 Methods Recommended

1. The majority of pharmacists indicated that oral pills, condoms, foaming tablets and IUDs are always available in their pharmacy.
2. The method recommended among the highest proportion of physicians (99 percent) was the IUD. Over half of the physicians indicated that they would prefer to provide the IUD rather than have the patient purchase the IUD elsewhere.
3. The pill was recommended by the next highest proportion of physicians (78 percent).
4. Condoms and foaming tablets were each recommended by roughly 65 percent of the physicians. OB-GYNs were more likely than general practitioners to recommend condoms and foaming tablets.
5. The method most frequently recommended among pharmacists was the oral pill. Twice as many pharmacists preferred to recommend the oral pill over the other available methods: 44 percent (pill) versus 22 percent (condom), 19 percent (IUD) and 17 percent (foaming tablets).

5.4 Brands Recommended

1. Low-dosage oral pills

- * No clear-cut brand preference between Nordette and Microvlar was revealed by physicians.
- * Pharmacists appear to prefer to recommend Nordette over Microvlar, and Nordette was found to comprise the largest proportion of pharmacists' sale of oral pills.

- * A substantial proportion of both physicians and pharmacists, however, indicated that they prefer to recommend both Nordette and Microvlar.

2. High-dosage oral pills

- * A substantial proportion of physicians (over 30 percent) indicated that they do not recommend high dose pills, and another 12 percent have no brand preference. Fifty percent of the physicians indicated that the major disadvantage of the oral pill is its serious side effects.
- * Primovlar was preferred over Ovral or Anovlar among 23 percent of the physicians.
- * In addition, a substantial proportion of pharmacists (35 percent) do not recommend particular brands of high-dose pills.
- * Primovlar and Anovlar were slightly preferred over Ovral among pharmacists.

3. Condoms

- * Tops was the condom brand recommended by the largest proportion of pharmacists (70 percent). Tops was also the brand reported to comprise the highest proportion of condom sales (81 percent).
- * Physicians were not asked to specify a condom brand preference.

4. Local Contraceptives

- * Amaan was the brand preferred by the largest proportion of both physicians (52 percent) and pharmacists (44 percent).
- * Amaan comprised the largest proportion of pharmacists' reported foaming tablet sales.

5. IUDs

- * Copper T was the IUD brand that most physicians (74 percent) preferred to recommend. Twice as many physicians recommended the Copper T over the Copper 7 (74 percent versus 39 percent). Reasons for preference included: most effective (63 percent), easiest to insert (58 percent), and causes fewer side effects (55 percent).
- * In addition, the Copper T comprised the largest proportion (62 percent) of pharmacists' reported IUD sales.
- * Physicians indicated that an average of 19 Copper Ts are kept in the clinic.
- * Two thirds of the physicians indicated that they obtained the Copper T from the Family of the Future.

6. Importance of Brand Variety

- * A majority of pharmacists (56 percent) indicated that their customers considered it very important to have different brands of contraceptive methods available.

5.5 Physicians' Action when Patient Develops Side Effects

1. When patients develop side effects from the oral pill or the foaming tablet, most physicians will change the method of contraception.
2. When patients develop side effects from the IUD, most physicians encourage the patient to continue using it for a while.

5.6 Patient/Customer Information About Methods

1. A substantial proportion of physicians (30 percent) indicated that their patients were not aware of foaming tablets.
2. In addition, over half of the pharmacists indicated that their customers need more information about foaming tablets.
3. Two-thirds of the physicians (65 percent) indicated that their patients are aware of the pill and the IUD. Thirty percent of the pharmacists indicated that their customers need more information about the pill.
4. Patient awareness of the condom is high, but half of the physicians indicated that their patients do not use them. (Additional conclusions regarding information for patients and customers appear in Section 5.9).

5.7 Perceptions of FOF Products and Services

1. The majority of both physicians and pharmacists are familiar with the FOF organization and with its products.

2. Fewer physicians and pharmacists are aware of FOF's activities. General practitioners were less likely than OB-GYNs to be aware of FOF's activities, and pharmacists in poor areas were less likely than pharmacists in other areas to have information about FOF's activities.
3. Nearly twice as many physicians as pharmacists indicated that they are not aware of FOF (18 percent versus 10 percent, respectively).
4. Two-thirds of the physicians indicated that they currently deal with FOF. Twice as many OB-GYNs as general practitioners, however, currently deal with FOF.
5. Eighty percent of the pharmacists deal with FOF at least somewhat frequently. Pharmacists from poor areas, however, were least likely to have dealt with FOF.
6. The reason most frequently cited by both physicians and pharmacists for not dealing with FOF was that FOF has not contacted them.
7. Roughly half of both physicians and pharmacists feel that one visit per month is an adequate number of visits from FOF medical representatives. One-quarter, however, feel that one visit every two months is adequate.
8. Roughly half of both physicians and pharmacists consider the frequency of visits by FOF medical representatives to be adequate. One-quarter, however, feel that the visits are too infrequent. General practitioners were more likely

than OB-GYNs to consider the visits as too infrequent.

Pharmacists from poor areas were twice as likely as pharmacists from high areas to consider the visits as too infrequent.

9. Nearly 20 percent of all pharmacists indicated that they have never been visited by an FOF medical representative. A slightly larger proportion in the poor areas and the high areas than in the middle areas have never been visited.
10. Roughly half of the pharmacists considered visits from FOF medical representatives to be very useful, while one-third considered them to be somewhat useful.
11. The majority of pharmacists consider one visit per month from the FOF distributor to be adequate.
12. Slightly over half of the pharmacists considered the visits to be adequate. One-quarter, however, and particularly pharmacists from poor areas, considered the visits to be too infrequent. One-fifth of the pharmacists from poor areas indicated they had never been visited.

5.8 Profitability of FOF Products

1. The majority of pharmacists considered Tops and Amaan to be more profitable or just as profitable as other competitive brands (60 percent for Tops and 59 percent for Amaan) . Roughly half of the pharmacists considered the Copper T and Copper 7 to be more profitable or equally

profitable as competitive brands (50 percent for Copper T, and 46 percent for Copper 7).

2. No clear-cut preference for the FOF discount and bonus system was found among pharmacists.

5.9 Information and Education Materials Needed

1. Physicians would like to receive information on the IUD (52 percent) and on the pill (34 percent) primarily in the form of meetings (81 percent) and seminars (21 percent).
2. Pharmacists would like to receive information on the IUD (43 percent) and on foaming tablets (36 percent). Half of the pharmacists would like this information in the form of folders, and one-third would like to receive this information from FOF medical representatives.
3. A substantial proportion of physicians (70 percent) and pharmacists (40 percent) indicated that they would like to have written instructional pamphlets on family planning to distribute to their patients and customers.
4. Physicians (particularly those in the poor and middle areas) and pharmacists also indicated that they would like family planning posters for their clinic or pharmacy.
5. Finally, a substantial proportion of physicians (69 percent) indicated that they would like to have picture aids to facilitate their counseling of patients.

6. RECOMMENDATIONS

6.1 Promotion

- * Develop a plan for promoting FOF materials to physicians and pharmacists (ethical promotion plan). The plan should identify materials to be developed which would stimulate purchase of FOF products by health professionals. It should also address how FOF can use physicians and pharmacists to promote FOF products to the public. Additionally the plan should identify physicians and pharmacists to be visited by medical representatives and supplied with information. This includes addressing how FOF can improve service to pharmacists and physicians in lower socioeconomic areas. A communication strategy, by product, for pharmacists and physicians based on information from this study should also be included.

- * Develop and implement an introductory promotion plan for the new oral contraceptive that will allow FOF to build on the opportunity of a new product introduction to position the pill against the competition, create awareness of the new pill, address side effects, and encourage trial.

- * Continue advertising and promotional support for Amanan.

- * Develop a variety of prototype promotional materials that pharmacists indicated they would use to inform customers about methods and increase sales of FOF products. Develop plans to pretest among pharmacist to assess potential use before materials are produced in quantity.

6.2 Research

- * Determine appropriate question or questions to ask to assess a pharmacy's volume of business and volume of stock and sales of contraceptives and the size of physician's practice and stock of contraceptives. In future research among pharmacists and physicians run cross tabulations by size of pharmacy or size of practice.
- * Conduct and analysis of questions from the pharmacists and physicians survey and past FOF SIS and EFCS research to identify comparable data and inconsistencies which require additional investigation.
- * Conduct the same pharmacists and physicians survey in each governorate in which FOF distributes products. Conduct a tracking study among pharmacists and physicians to assess changes in attitudes, practices and sales.
- * Identify pharmacists and physicians who are leaders in patient customers counseling in Egypt and work with them to develop a definition of patient counseling as it is done in Egypt.
- * Develop a research plan to learn more about pharmacists and physicians roles in counseling patients about contraceptive use. (e.g., what do they consider counseling to be, how to encourage health professionals to encourage people to practice family planning, to use methods correctly and to use FOF brands.)
- * Develop a research plan to determine how physicians and pharmacists use materials to promote FOF products and how promotion increases sales.

6.3 Sales, Sales Training and Distribution

- Present results of study to medical representatives and discuss how they can use the information to increase sales.
- Develop sales training programs for each sales promotion folder and any other materials developed for use by medical representatives.
- Review current system for visiting pharmacists and physicians and whether monthly visits by medical representatives are appropriate or possible. If monthly visits have merit, determine strategy for visiting pharmacists and physicians monthly. If the frequency of visit is tied to the pharmacy of physicians classification, it may be necessary to review the classification system to determine if it meets the needs.
- Review system for tracking visits to pharmacies and physicians that indicated initial sales calls and repeat sales calls.
- Consider use of tracking study as an opportunity to check shelf facings and inventory.
- Consider whether more efforts (information and sales calls) should be directed at general practitioners.
- Review system of visiting pharmacies in low socioeconomic areas to assess how they can be better served.
- Review content of information provided during sales calls to determine how pharmacists and physicians perception of "usefulness" can be improved •