
Public and Media Relations Questionnaire ♦ 2000



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Methodology

The survey instrument was distributed as part of the AAOS Councilor's Report, published May, 2000. The number of responses received by May 31, 2000 and included in this report is 1,028.

Summary

Question 1: Do you regularly engage in local and/or national public and media relations activities?

More than three-fourths of the respondents (76.2%) indicated they do not regularly engage in local and/or national public and media relations activities.

Question 2: Do you believe public and media relations activities increase patient visits?

A majority of the respondents (79.5%) indicated they believe public and media relations activities increase patient visits.

Cross-tabulations reveal that of the 79.5% who believed public and media relations increase patient visits, only 21.6% reported regularly engaging in local and/or national public and media relations activities. Only 33% of this same group measured patient visits by source of referral.

Question 3: Do you measure patient visits by source of referral?

Slightly more than half of all respondents (57.2%) did not measure patient visits by source of referral; the remaining 42.8% indicated they did.

Question 3a: If YES, estimated percentage of patient visits resulting from public/media relations activities:

Respondents who measured patient visits by source of referral were asked to estimate the percentage of patient visits resulting from public/media relations activities. The mean estimated percentage of patient visits was 7.4%.

Question 4: Have you received training in talking to the media?

Most respondents (83.1%) had not received training in talking to the media; less than one-fifth (16.9%) reported receiving some type of training.

Question 4a: If NO, would you like to receive media training?

Of those respondents who had not received training in talking to the media, slightly more than half (51.9%) expressed interest in receiving such training. The remaining 48.1% did not.

Question 5: Indicate the 10 pharmaceuticals you prescribe most frequently.

Respondents were asked to specify the 10 most frequently prescribed pharmaceuticals. Percentages indicate how many of the respondents included that item in their "top 10." Percentages, therefore, will not total 100%.

The 10 pharmaceuticals that were prescribed most frequently were:

Celebrex	80%	Ancef	61%
Vioxx	76%	Percocet/Percodan	42%
Darvocet	72%	Relafen	40%
Vicodin	71%	Celestone	38%
Naprosyn	62%	Ultram	38%

Question 6: Indicate 10 most frequently recommended over-the-counter medications or products.

Respondents were also asked to specify the 10 most frequently recommended over-the-counter medications or products. Percentages indicate how many of the respondents included that item in their "top 10" and will not total 100%.

Advil	90%	Joint support braces	56%
Tylenol	87%	Hot/cold packs	44%
Aleve	83%	Multivitamins	38%
Motrin	74%	Ace bandage products	37%
Calcium Supplements	66%		
Glucosamine/Chondroitin Sulfate	62%		

Question 7: In public education messages, should physicians who practice the specialty be referred to as Orthopaedic Surgeons or Orthopaedists?

Over three-fourths (78.3%) of respondents indicated that physicians who practice the specialty should be referred to as an Orthopaedic Surgeons rather than Orthopaedists.

Appendix A: Tables

Table 1

Question 1: Do you regularly engage in local and/or national public and media relations activities?

	Yes	No	Total
number	242	774	1016
percent	23.8%	76.2%	100.0%

Table 2

Question 2: Do you believe public and media relations activities increase patient visits?

	Yes	No	Total
number	785	202	987
percent	79.5%	20.5%	100.0%

Table 3

Question 3: Do you measure patient visits by source of referral?

	Yes	No	Total
number	423	566	989
percent	42.8%	57.2%	100.0%

Appendix A: Tables

Table 4
Estimated percentage of patient visits resulting from public/media relations activities.

	mean percent	standard error	respondents
	7.4	.5	246

Table 5

Question 4: Have you received training in talking to the media?

	Yes	No	Total
number	170	834	1004
percent	16.9%	83.1%	100.0%

Table 6

Question 4a: If no, would you like to receive media training?

	Yes	No	Total
number	427	395	822
percent	51.9%	48.1%	100.0%

Appendix A: Tables

Table 7

Question 5: Indicate the 10 pharmaceuticals you prescribe most frequently:*

Celebrex	number	818
	percent	80.0%
Naprosyn	number	637
	percent	62.3%
Vioxx	number	773
	percent	75.6%
Relafen	number	409
	percent	40.0%
Daypro	number	232
	percent	22.7%
Indocin	number	146
	percent	14.3%
Lodine	number	174
	percent	17.0%
Anaprox	number	33
	percent	3.2%
Arthrotec	number	111
	percent	10.9%
Trilisate	number	17
	percent	1.7%
Ultram	number	388
	percent	38.0%
Vicodin	number	720
	percent	70.5%
Percocet/Percodan	number	428
	percent	41.9%
OxyContin	number	112
	percent	11.0%
Lortab	number	317
	percent	31.0%
Ultiva	number	1
	percent	.1%
Darvocet	number	731
	percent	71.5%
Flexeril	number	279
	percent	27.3%
Dantrium	number	0
	percent	.0%
Skelaxin	number	102
	percent	10.0%

*the top 10 items are indicated in bold. Percentages will not total 100 since respondents were instructed to choose 10 items.

Appendix A: Tables

Table 7

**Question 5: Indicate the 10
pharmaceuticals you prescribe most
frequently:* (cont.)**

Soma	number	146
	percent	14.3%
Valium	number	64
	percent	6.3%
Zanaflex	number	10
	percent	1.0%
Robaxin	number	88
	percent	8.6%
Equanil	number	3
	percent	.3%
Decadron	number	40
	percent	3.9%
Medrol dosepack	number	255
	percent	25.0%
Depromedrol	number	189
	percent	18.5%
Celestone	number	391
	percent	38.3%
Fosamax	number	150
	percent	14.7%
Evista	number	5
	percent	.5%
Miacalcin	number	38
	percent	3.7%
Didronal	number	2
	percent	.2%
Coumadin	number	293
	percent	28.7%
Heparin	number	27
	percent	2.6%
Lovenox	number	282
	percent	27.6%
Synvisc	number	272
	percent	26.6%
Hyalgan	number	67
	percent	6.6%
Kefzol	number	267
	percent	26.1%
Ancef	number	618
	percent	60.5%

*the top 10 items are indicated in bold. Percentages will not total 100 since respondents were instructed to choose 10 items.

Appendix A: Tables

Table 8

Question 6: Indicate 10 most frequently recommended over-the-counter medications or products:*

Advil	number	919
	percent	90.0%
Motrin	number	758
	percent	74.2%
Aleve	number	846
	percent	82.9%
Anacin	number	56
	percent	5.5%
Tylenol	number	891
	percent	87.3%
Orudis	number	57
	percent	5.6%
Excedrin	number	58
	percent	5.7%
Bayer	number	253
	percent	24.8%
Momentum	number	1
	percent	.1%
Benadryl	number	328
	percent	32.1%
Heating pads - all brands	number	280
	percent	27.4%
Hot/cold packs - all brands	number	446
	percent	43.7%
Ace bandage products	number	375
	percent	36.7%
Joint support braces - all brands	number	572
	percent	56.0%
Specific shoe brand	number	151
	percent	14.8%
Dr. Scholl's products	number	265
	percent	26.0%
Topical analgesic rubs - all brands	number	203
	percent	19.9%
Calcium supplements - all brands	number	677
	percent	66.3%
Multivitamins - all brands	number	383
	percent	37.5%
Glucosamine/Chondroitin Sulfate - all brands	number	632
	percent	61.9%

*the top 10 items are indicated in bold. Percentages will not total 100 since respondents were instructed to choose 10 items.

Appendix A: Tables

Table 9

Question 7: Should physicians who practice the specialty be referred to as orthopaedic surgeons or orthopaedists?

	Orthopaedic Surgeon	Orthopaedist	Total
number	769	213	982
percent	78.3%	21.7%	100.0%

Table 10

Crosstabulation

		regularly engage in local and/or national public and media relations activities				Total	
		Yes		No			
		number	percent	number	percent	number	percent
public and media relations activities increase patient visits	Yes	212	21.6%	570	58.0%	782	79.6%
	No	28	2.8%	173	17.6%	201	20.4%

Table 11

Crosstabulation

		measure patient visits by source of referral				Total	
		Yes		No			
		number	percent	number	percent	number	percent
public and media relations activities increase patient visits	Yes	317	33.1%	443	46.2%	760	79.2%
	No	97	10.1%	102	10.6%	199	20.8%

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