

عمادة الدراسات العليا

جامعة القدس

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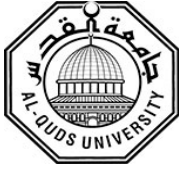
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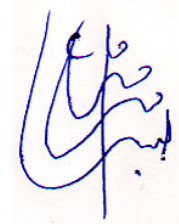
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**(0.05  $\geq$   $\alpha$ )**



# **Free medical samples effect on the behavior of doctors in the southern West Bank Prepared by: Bassam Abu Jheisha**

**Supervisor: Dr. Asma Imam**

## **Abstract**

**Background:** Pharmaceutical companies introduced the idea of free samples with a view to promotion and marketing of their products. The promotion is an effective tool which is used for introducing products to the clients. The drug companies are spending huge amounts of money on promotion. Promotion strategy has effects directly on the consumers despite the fact that in pharmaceutical advertising the efforts are directed toward the service providers and not to the medicine consumers. Therefore this research looked at the effect of free samples on the behavior of doctors in dispensing of medicines.

**Methodology:** This study aimed to identify the effect of free medical samples on the behavior of physicians in the southern West Bank, according to the following variables: gender, age, years of experience, the country where he studied, specialty, level of education, and the workplace. The study sample consisted of 269 randomly selected physicians from all doctors practicing medicine in Hebron and Bethlehem. The response rate was 81.8%. A descriptive analytical design was used to achieve the goal of the study. A questionnaire based on the literature review was developed and tested for validity by panel of experts and internal consistency by calculating Cronbach alpha which was 0.74

**Results:** The study findings that the respondents have average estimated degrees (69.75%) about the activities undertaken by pharmaceutical companies for introducing its brands. And the overall score for physicians' behaviors regarding drug prescriptions was average (64.25%). And, there were seven statements with high percentages, eight items average and one paragraph low. And the overall score for the free medical samples effect on the behavior of doctors was average (65%). And it ranged between 29.25%-72.50%.

And findings that there were no statistically significant differences at  $\alpha \leq 0.05$  in the effect of free samples on the doctors behavior in the South of West-Bank related to the following variables: sex, age, years of experience, qualifications, country of study, specialization,

work place, the number of monthly visits by Representatives, and the amount of promotion activities practiced by pharmaceutical companies. And there were significant differences at  $\alpha \leq 0.05$  in the impact of free samples on doctors behaviors related to type of company that provides pharmaceutical propaganda, and to type of promotion activities.

**Recommendations:** The study recommends that must educate physicians to the importance of adherence to biomedical ethics. And the physicians should participate in medical conferences (update) information in the pharmaceutical industry to enable them to apply it in the treatment of patients.

Also recommends to create mechanisms that shall enable and motivate physicians to follow-up their patients, especially those receiving new medications. And to motivate physicians to access and review research studies on pharmaceutical products and their effectiveness. And to create and adopt policies to regulate the relationship between doctors and pharmaceutical companies by the Ministry of Health.



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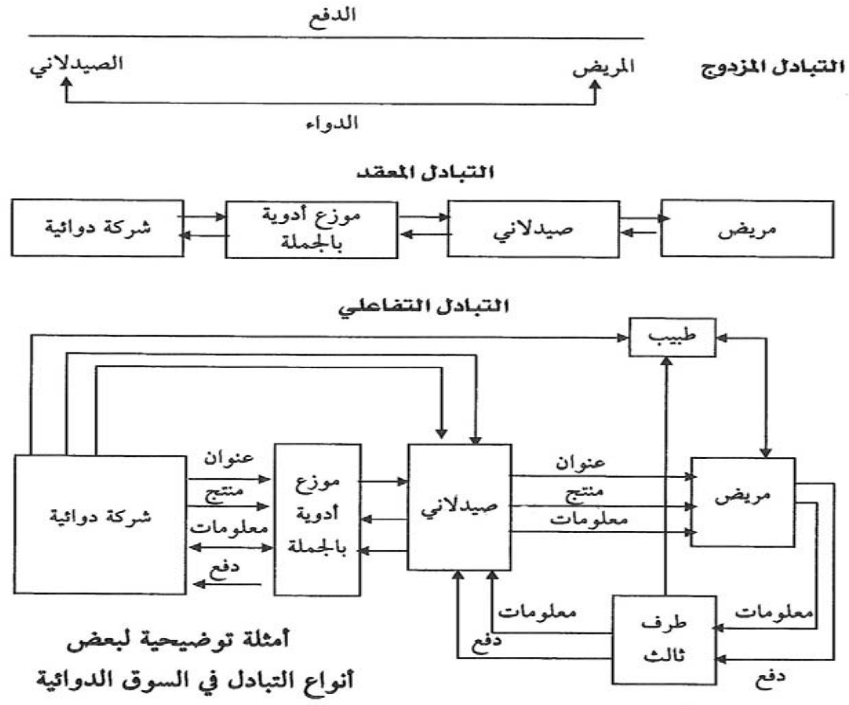
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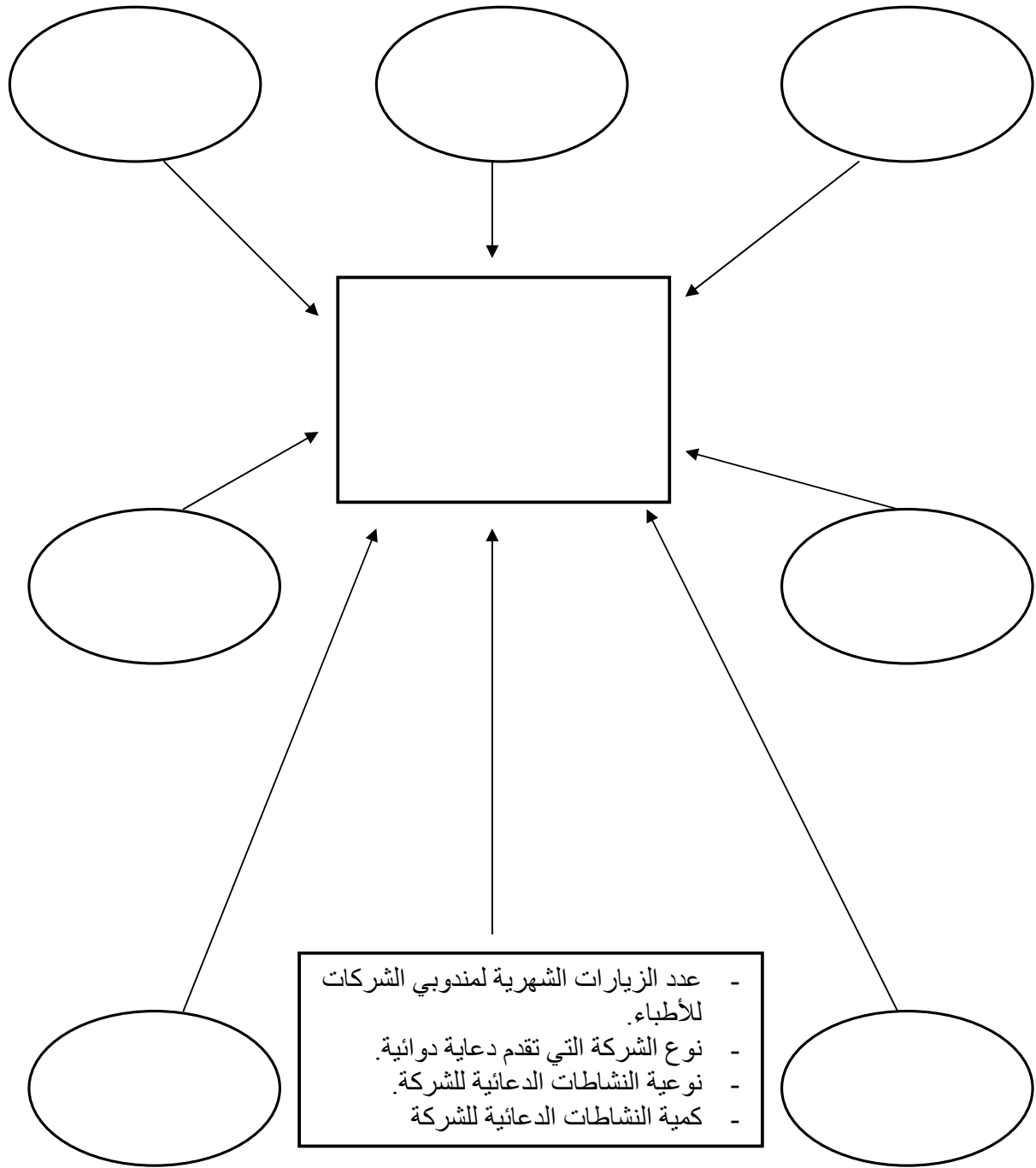
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| 42.7  | 94  | 30      |  |
| 33.2  | 73  | 39- 30  |  |
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| 5.0   | 33  | 20      |  |
| 100.0 | 220 |         |  |

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| 20.0  | 44  |  |  |
| 17.7  | 39  |  |  |
| 16.8  | 37  |  |  |
| 12.7  | 28  |  |  |
| 6.8   | 15  |  |  |
| 5.0   | 11  |  |  |
| 5.0   | 11  |  |  |
| 3.6   | 8   |  |  |
| 1.8   | 4   |  |  |
| 10.4  | 23  |  |  |
| 100.0 | 220 |  |  |
| 49.1  | 108 |  |  |
| 6.8   | 15  |  |  |
| 6.8   | 15  |  |  |
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| 1.8   | 4   |  |  |
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|        |           |        |         |         |
|--------|-----------|--------|---------|---------|
| (183)  |           | (220)  |         |         |
| 30     |           | % 42.7 |         | (37)    |
| 49-40  |           | % 11.4 | 39 -30  | %33.2   |
|        | 60        | %4.1   | 59-50   | %8.6    |
|        |           | %15.9  |         | %69     |
|        |           |        |         | %15     |
|        |           | (220)  |         | (3)     |
|        | %18.2     | 5      | %48.2   |         |
| %13.6  | 14-10     |        | %15     | 9-5     |
|        | 20        |        | %5      | 19-15   |
|        | (2)       |        |         |         |
| %16.8  |           |        | %17.7   | %20     |
|        | %6.8      |        | %12.7   |         |
| (%3.6) |           |        | (%5)    | %5      |
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| 36.8  | 81  |        |  |
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| 2.7   | 6   |        |  |
| 100.0 | 220 |        |  |
| 30.0  | 66  | ( )    |  |
| 20.5  | 45  |        |  |
| 7.3   | 16  |        |  |
| 6.8   | 15  |        |  |
| 6.4   | 14  |        |  |
| 5.9   | 13  |        |  |



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|         | %26.8   |      | %36.8   |          |
|         | %8.6    |      | %16.4   |          |
| (%2.7)  |         | %2.7 |         | %5.9     |
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|         |         | %30  |         |          |
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|         | (69.75) |      |         |          |
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| (74.25) |         |      |         |          |
|         |         |      | (10)    |          |
|         |         | (11) | (70.25) |          |
| (8)     | (70)    |      |         |          |
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|  |       |      |      |     |     |
|  | 74.25 | 0.71 | 3.97 | 219 | -9  |
|  | 70.25 | 0.79 | 3.83 | 219 | -10 |
|  | 70    | 0.78 | 3.82 | 219 | -11 |
|  | 64.25 | 1.24 | 3.57 | 218 | -8  |
|  | 69.75 | 0.58 | 3.79 | 219 |     |

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|  |       |      |      |     |          |
|  | 82.75 | 0.82 | 4.31 | 220 | -23<br>/ |
|  | 80    | 0.75 | 4.20 | 219 | -20      |
|  | 79.25 | 0.82 | 4.17 | 219 | -26      |
|  | 78    | 0.82 | 4.12 | 218 | -22      |
|  | 78    | 0.96 | 4.12 | 220 | -24      |
|  | 76.25 | 0.71 | 4.05 | 220 | -13      |
|  | 75.5  | 0.89 | 4.02 | 220 | -25      |
|  | 72.25 | 0.90 | 3.97 | 217 | -19      |
|  | 68.75 | 1.08 | 3.90 | 219 | -15      |
|  | 66.5  | 0.93 | 3.83 | 219 | -12      |
|  | 63.75 | 0.89 | 3.55 | 218 | -21      |
|  | 61.75 | 0.94 | 3.47 | 220 | -14      |
|  | 61    | 1.17 | 3.44 | 220 | -18      |
|  | 55.75 | 0.85 | 3.23 | 213 | -16      |
|  | 50.75 | 1.06 | 3.03 | 219 | -17      |
|  | 37.75 | 0.90 | 2.51 | 217 | -27      |
|  | 64.25 | 0.40 | 3.57 | 220 |          |

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|  |       |      |      |     |     |
|  | 72.5  | 1.00 | 3.90 | 220 | -36 |
|  | 66.75 | 1.07 | 3.89 | 220 | -29 |
|  | 66.5  | 1.13 | 3.82 | 220 | -30 |
|  | 66.5  | 1.26 | 3.66 | 220 | -37 |
|  | 63.7  | 0.82 | 3.55 | 220 | -28 |
|  | 63.7  | 1.01 | 3.52 | 210 | -35 |

|  |       |      |      |     |     |
|--|-------|------|------|-----|-----|
|  | 61    | 1.05 | 3.44 | 219 | -38 |
|  | 56.7  | 0.92 | 3.27 | 218 | -33 |
|  | 50.25 | 1.12 | 3.01 | 220 | -33 |
|  | 49    | 1.16 | 2.96 | 220 | -41 |
|  | 46.75 | 1.13 | 2.87 | 220 | -31 |
|  | 45.75 | 1.18 | 2.83 | 220 | -45 |
|  | 44.5  | 1.20 | 2.78 | 220 | -42 |
|  | 44    | 1.04 | 2.76 | 216 | -34 |
|  | 38    | 1.21 | 2.52 | 220 | -43 |
|  | 35.5  | 1.17 | 2.42 | 220 | -39 |
|  | 29.25 | 0.97 | 2.17 | 219 | -32 |
|  | 65    | 0.51 | 3.06 | 220 |     |

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(  $0.05 \geq \alpha$  )

(8) .(t-test)

( $0.05 \geq \alpha$ )

(t-test) ( ) (8)

|       |     |            |      |       |       |     |  |  |
|-------|-----|------------|------|-------|-------|-----|--|--|
|       |     | ( )        |      |       |       |     |  |  |
| .7090 | 218 | 0-<br>.373 | 61   | .270  | 83.44 | 183 |  |  |
|       |     |            | 61.5 | .3480 | 3.466 | 37  |  |  |

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(  $0.05 \geq \alpha$  )

.(ANOVA)

$\geq \alpha$ )

(9)

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|       |       |       |     |        |  |  |
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|       |       |       |     |        |  |  |
| .6730 | .5870 | .0480 | 4   | .1930  |  |  |
|       |       | .0820 | 215 | 17.685 |  |  |
|       |       |       | 219 | 17.878 |  |  |

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$$(0.05 \geq \alpha)$$

.(ANOVA)

$$\geq \alpha)$$

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|       |       |       |     |        |  |  |
| .8580 | .3300 | .0270 | 4   | .1090  |  |  |
|       |       | .0830 | 215 | 17.769 |  |  |
|       |       |       | 219 | 17.878 |  |  |

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$$(0.05 \geq \alpha)$$

.(ANOVA)

$$\geq \alpha)$$

(11)

(0.05

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|-------|-------|-------|-----|--------|--|--|
|       |       |       |     |        |  |  |
| .8790 | .1290 | .0110 | 2   | .0210  |  |  |
|       |       | .0820 | 217 | 17.857 |  |  |
|       |       |       | 219 | 17.878 |  |  |

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( 0.05 =  $\alpha$ )

.(ANOVA)

$\geq \alpha$ )

(12)

(0.05



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|       |       |       |     |        |  |  |
|-------|-------|-------|-----|--------|--|--|
|       |       |       |     |        |  |  |
| .2250 | 1.326 | .1070 | 9   | .9610  |  |  |
|       |       | .0810 | 210 | 16.916 |  |  |
|       |       |       | 219 | 17.878 |  |  |

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(  $0.05 \geq \alpha$  )

.(ANOVA)

$\geq \alpha$ )

(13)

(0.05

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|       |       |       |     |        |  |  |
| .4060 | 1.048 | .0850 | 11  | .9390  |  |  |
|       |       | .0810 | 208 | 16.939 |  |  |
|       |       |       | 219 | 17.878 |  |  |

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(  $0.05 \geq \alpha$  )

(14) .(t-test) ( )

( $0.05 \geq \alpha$ )

(t-test) ( )

(14)

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|-------|-----|-------|------|--------|--------|-----|--|
|       |     | ( )   |      |        |        |     |  |
| .4000 | 218 | .8440 | 61.7 | .31640 | 3.4662 | 113 |  |
|       |     |       | 61   | .24950 | 3.4336 | 107 |  |

( 0.05 =  $\alpha$ )

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.(ANOVA)

$\geq \alpha$ )

(15)

(0.05

(15)

|       |       |       |     |        |  |  |
|-------|-------|-------|-----|--------|--|--|
|       |       |       |     |        |  |  |
| 0.638 | 0.566 | 0.047 | 3   | 0.140  |  |  |
|       |       | 0.082 | 216 | 17.738 |  |  |
|       |       |       | 219 | 17.878 |  |  |

( 0.05  $\geq \alpha$ )

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.(ANOVA)

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(16)

$(0.05 \geq \alpha)$

(16)

|       |       |       |     |        |  |  |
|-------|-------|-------|-----|--------|--|--|
|       |       |       |     |        |  |  |
| 0.012 | 2.810 | 0.219 | 6   | 1.311  |  |  |
|       |       | 0.078 | 213 | 16.567 |  |  |
|       |       |       | 219 | 17.878 |  |  |

$(0.05 \geq \alpha)$

:

.(ANOVA)

$(0.05 \geq \alpha)$

(17)

(17)

|       |       |       |     |        |  |  |
|-------|-------|-------|-----|--------|--|--|
|       |       |       |     |        |  |  |
| 0.017 | 2.648 | 0.207 | 6   | 1.241  |  |  |
|       |       | 0.078 | 213 | 16.637 |  |  |
|       |       |       | 219 | 17.878 |  |  |

(  $0.05 \geq \alpha$  )

:

.(ANOVA)

$\geq \alpha$ )

(18)

(0.05

(18)

|       |       |       |     |        |  |  |
|-------|-------|-------|-----|--------|--|--|
|       |       |       |     |        |  |  |
| 0.131 | 1.895 | 0.153 | 3   | 0.459  |  |  |
|       |       | 0.081 | 216 | 17.419 |  |  |
|       |       |       | 219 | 17.878 |  |  |

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. (69.75)

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(0.05  $\geq$   $\alpha$ )

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(0.05  $\geq$   $\alpha$ )

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%30 (4)

,2010 )

(Arkinson

(1995

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(Grande,2011)

(Westfall, 1997)

(Sayaka 2010)

&Mukohara

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(0.05 =  $\alpha$ )

(Sayaka,&Mukohara 2010),

(  $0.05 \geq \alpha$  )

( $0.05 \geq \alpha$ )

Alssageer& )

(Kowalski,2012

(  $0.05 \geq \alpha$  )

( $0.05 \geq \alpha$ )

(Arkinson & Others,2010 )

(  $0.05 \geq \alpha$  )

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( $0.05 \geq \alpha$ )

(Moliner, & Others,2009 )

(  $0.05 \geq \alpha$  )

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$$(0.05 \geq \alpha)$$

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- 1 (2005)
- 2 (2004) ( )
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- 3 ( 1985)
- 4 البكري ، تامر ياسر . ( 2005 ) **تسويق الخدمات الصحية** . دار اليازوري العلمية للنشر و التوزيع ، عمان ، الأردن
- 5 (1995)
- 6 (2011)
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ملاحق الدراسة

(1):

جامعة القدس



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... -:

الباحث : بسام أبوجيثة

إشراف الدكتور: أسى الإمام

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(x)  
1-الجنس : ذكر  أنثى

2-العمر: (.....)

3- سنوات الخبرة: (.....)

4- المؤهل العلمي :  بكالوريوس  ماجستير  دكتورة

5-مكان الدراسة : (.....)

6-التخصص: (.....)

7- مكان العمل  القطاع العام  القطاع الخاص

القسم الثاني : (الاستبانة)  
الرجاء وضع إشارة (×) في المكان الذي يتفق مع وجهة نظرك

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القسم الثالث : المعلومات المتعلقة بالشركة

1- عدد المرات التي يزورك فيها مندوبي الشركات شهرياً .....

2-نوع الشركة التي تقدم دعاية دوائية

..... محلية

..... عربية

..... أجنبية

3-ما نوعية النشاطات الدعائية للشركة :

أ-عقد مؤتمرات حول الأدوية

ب- دعم مؤتمرات طبية

ج- عقد ندوات ومحاضرات

د- توزيع عينات دوائية مجانية

هـ- غير ذلك ، حدد .....

4- كمية النشاطات الدعائية التي تمارسها شركات الأدوية :

أ-مرة شهرياً

ب- من 2-3 مرات شهرياً

ج-أكثر من 3 مرات في الشهر

د-غير ذلك ، حدد .....

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15. APR. 2012 8:07 J.H.D.

NO. 724 P. 1/1

Palestinian National Authority  
Ministry of Health  
General Hospital Directorate



Nablus  
Tel/Fax : 09-384740  
384773-384774-385956  
P.O : 14

السلطة الوطنية الفلسطينية

وزارة الصحة  
مديرية الإدارة العامة للمستشفيات في  
محافظة الضفة الغربية / نابلس  
شمارس : 09-385956  
384773-384774-384740  
ص. ب : 14



الرقم : 181/1437  
التاريخ : 10/4/12

الأخ مدير مستشفى المحترم

تحية فلسطينية وبعد ..

الموضوع : تسهيل مهمة

يرجى تسهيل مهمة طالب ماجستير السياسات والإدارة الصحية محمد يونس أبو  
جديشة / كلية الصحة العامة - جامعة القدس بتوزيع استبانة على الأطباء في المستشفى لعمل  
دراسة بعنوان " اثر العينات الطبية المجانية على سلوك الأطباء في جنوب الضفة " وذلك  
لإتمام رسالة الماجستير .

- شريطة موافقتنا بنسخة من النتائج عند اتمام البحث

مع الاحترام ،،



مدير عام الإدارة العامة للمستشفيات  
د. نعيم صيرة

نسخة/ الأخ مدير عام التعليم الصحي المحترم  
2012/4/10

(4):

:

Al-Quds University  
Jerusalem  
School of Public Health



جامعة القدس  
القدس  
كلية الصحة العامة

التاريخ: 2012/4/8  
الرقم: 14 من ع/134/2012

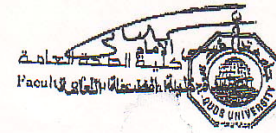
حضرة السيد صلاح الدين الهشلمون المحترم  
مدير مستشفى الأهلي/ الخليل

الموضوع: مساعدة الطالب بسام جحيشة

تحية طيبة وبعد،،،

يقوم الطالب بسام محمد يونس أبو جحيشة بإجراء بحث كمتطلب لزمالة الماجستير في برنامج ماجستير السياسات والإدارة الصحية/ كلية الصحة العامة/ جامعة القدس بعنوان: "اثر الحينات الطبية المجانية على سنوك الأطباء في جنوب الضفة". أرجو من حضرتكم مساعدة الطالب والسماح له بتوزيع استبانه الدراسة على الاطباء في المشفى. علماً بان المعلومات ستكون لأغراض البحث العلمي فقط.

وتقبلوا مع فائق الاحترام،،



نسخة: الملف

Jerusalem Branch/Telefax 02-2799234  
Gaza Branch/Telefax 08-2878166,2878177  
P.O. box 51000 Jerusalem

85

فرع القدس / تلفاكس 02-2799234  
فرع غزة / تلفاكس 08-2878166-2878177

AL QUDS UNI-SCHOOL OF PUB HEALTH

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(5):

بسم الله الرحمن الرحيم

Al-Quds University  
Jerusalem  
School of Public Health



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القدس  
كلية الصحة العامة

التاريخ: 2012/4/8

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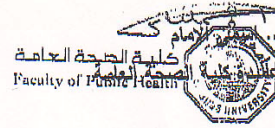
حضرة الدكتور جالك كودجن المحترم  
مدير مستشفى العائلة المقدسة/ بيت لحم

الموضوع: مساعدة الطالب بسام جحيشة

تحية طيبة وبعد،،،

يقوم الطالب بسام محمد يونس أبو جحيشة بإجراء بحث كمتطلب لرسالة الماجستير في برنامج ماجستير السياسات والإدارة الصحية/ كلية الصحة العامة/ جامعة القدس بعنوان: "اثر العينات الطبية المجانية على سلوك الأطباء في جنوب الضفة". أرجو من حضرتكم مساعدة الطالب والسماح له بتوزيع استبانته الدراسية على الاطباء في الجمعية. طمأ بأن المعلومات ستكون لأغراض البحث العلمي فقط.

وتقبلوا مع فائق الاحترام،،



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NO. 631 P. 5

AL QUDS UNI-SCHOOL OF PUB HEALTH

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(6):

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القدس  
كلية الصحة العامة

التاريخ: 2012/4/8

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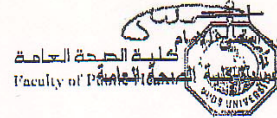
حضرة الدكتور سبزو الدين المحتسب المحترم  
مدير مستشفى المحتسب/ الخليل

الموضوع: مساعدة الطالب بسام جحيشة

تحية طبية وبعد،،،

يقوم الطالب بسام محمد يونس أبو جحيشة بإجراء بحث كمتطلب لرسالة الماجستير في برنامج ماجستير السياسات والإدارة الصحية/ كلية الصحة العامة/ جامعة القدس بعنوان : "الثر العينات الطبية المجانية على سلوك الأطباء في جنوب الضفة". أرجو من حضرتكم مساعدة الطالب والسماح له بتوزيع استبانته الدراسة على الأطباء في الجمعية. علماً بأن المعلومات ستكون لأغراض البحث العلمي فقط.

وتقبلوا مع فائق الاحترام،،



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