

# Appendix C.—Incontinence Product Questionnaire

1. Which of the following urinary incontinence products do you manufacture? (please check) For each, please indicate the year introduced and whether FDA approval is required.

Product	Product Manufactured?	Year Introduced Into Market	FDA Approval Required?
Pants. disposable			
Pants. reusable			
Pads. disposable			
Pads. reusable			
Catheters. simple			
Catheters. condom			
Artificial sphincters			
stimulators. electrical			
Other (specify)			

2. In what geographical areas do you sell the products?

\_\_\_\_\_ Across the U.S.  
 \_\_\_\_\_ In only some regions of the U.S.

3. What modes of distribution do you use? (check all that apply)

\_\_\_\_\_ Direct to users  
 \_\_\_\_\_ Exclusive distributors  
 \_\_\_\_\_ Various distributors  
 \_\_\_\_\_ Dealers  
 \_\_\_\_\_ Others (specify)

4. Do you have your own salesmen **OR** do you use distributors' salesmen or independent salesmen?

\_\_\_\_\_ Own salesmen

\_\_\_\_\_ Distributors' salesmen

\_\_\_\_\_ Independent salesmen

5. How do you promote the product (check all that apply)

\_\_\_\_\_ Advertising in professional magazines

\_\_\_\_\_ Advertising in general magazines

\_\_\_\_\_ Advertising in newspapers

\_\_\_\_\_ Advertising on television

\_\_\_\_\_ Samples

\_\_\_\_\_ Salesmen

6. What proportion of your product(s) is (are) purchased by nursing homes, private individuals, home-care agencies, Veterans Administration and other institutions?

Product	Percentage* purchased by			
	Nursing Home	Private Individual	Home-Care Agencies	VA and Other Institutions

\_\_\_\_\_

\*Use range if easier

7. What are the list prices of your products?

Product	Price (indicate unit)	
	\$	Per
	\$	Per

8. To your knowledge , in which States is each of your products covered under Medicaid?

9. What was the cost of research and development and how long did it take to develop each product?

Product	cost	Time
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10. What are the major obstacles to growth of business with respect to these products? (check all that apply)

☐ Competitors  
☐ Government policies  
☐ Consumer awareness  
☐ Cost of product  
☐ Inadequate distribution  
☐ Other (Specify: \_\_\_\_\_ )

11. Do your products have patents?

☐ All  
☐ None  
☐ Some (Specify which: \_\_\_\_\_ )  
 \_\_\_\_\_ )

12. What were the company's sales of these products in thousands of dollars:

Product	1977	1978	1979	1980	1981	1982
Pants, disposable						
Pants, reusable						
Pads, disposable						
Pads, reusable						
Catheters, condom						
Artificial sphincters						
Stimulators, electrical						

13. What were the company's sales of these products in thousands of units:

Product	1977	1978	1979	1980	1981	1982
Pants, disposable						
Pants, reusable						
Pads, disposable						
Pads, reusable						
Catheters, condom						
Artificial sphincters						
Stimulators, electrical						

14. What was your market share for each product in the most recent year?

Year \_\_\_\_\_

Product	Share
Pants, disposable	
Pants, reusable	
Pads, disposable	
Pads, reusable	
Catheters, condom	
Artificial sphincters	
Stimulators, electrical	

15. What do you estimate is the total 1983 market for each of the following product types?

Product	Thousands of Dollars	Thousands of Units
Pants, disposable		
Pants, reusable		
Pads, disposable		
Pads, reusable		
Catheters, condom		
Artificial sphincters		
Stimulators, electrical		

16. What is the role of the physician in determining the product and manufacturers' brand to be used? (check one in each column)

Product	Manufacturer's Brand
Unimportant	
Moderately important	
Important	
Extremely important	

17. Do government policies affect product development and introduction?

\_\_\_\_\_ Yes, facilitate development and introduction

\_\_\_\_\_ Yes, hamper development and introduction

\_\_\_\_\_ No effect on development and introduction

If you feel government policies facilitate or hamper development and introduction, please explain why:

18. Did your company delay between first considering and finally entering the field of incontinence products?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

If yes, what factors were **responsible** for this hesitation? (check all that apply)

\_\_\_\_\_ Cost of research and development

\_\_\_\_\_ Initial costs of start-up

\_\_\_\_\_ Rate of return

\_\_\_\_\_ Delays and difficulties getting product approval

\_\_\_\_\_ Consumer resistance

\_\_\_\_\_ Physician resistance

\_\_\_\_\_ Other (specify)