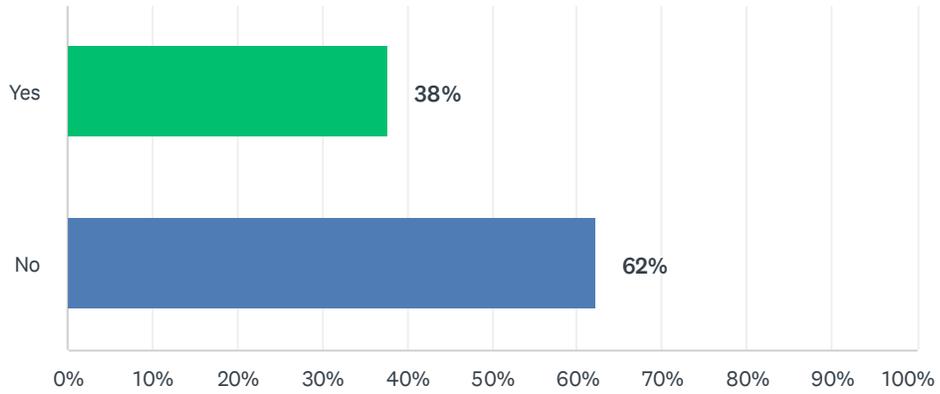


Q1 Do you have promotional items that you give to your patients?

Answered: 106 Skipped: 0



Q2 If yes, what are the promotional items you provide?

Answered: 33 Skipped: 73

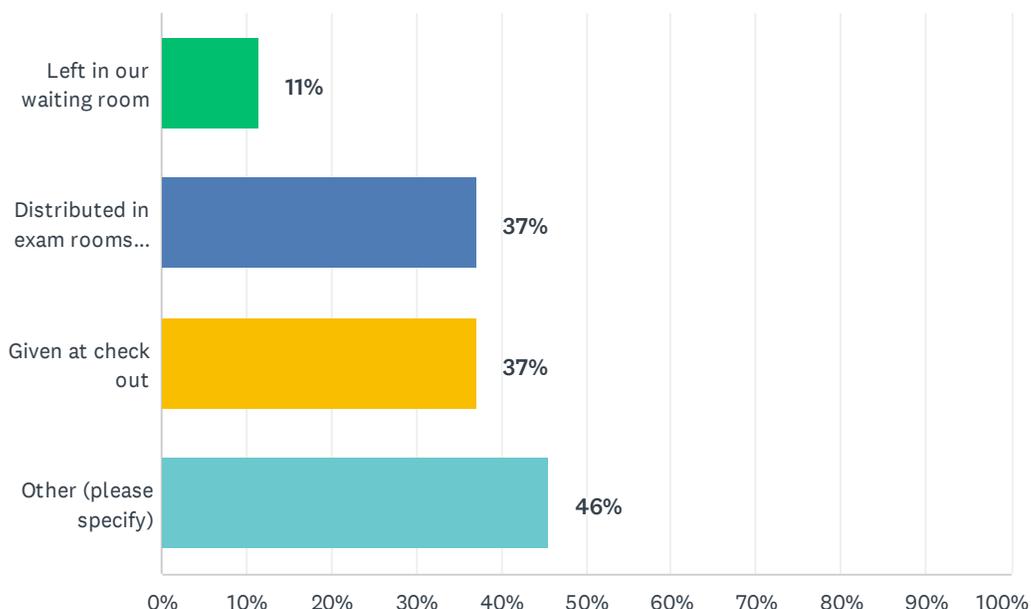
#	RESPONSES	DATE
1	fridge magnet	9/1/2023 4:06 AM
2	Pens, stickers, lollipop	8/31/2023 7:38 PM
3	lunch containers, bags, pens, chapstick	8/31/2023 7:09 PM
4	Drawstring bookbags and water bottles, both during well-child visits	8/31/2023 4:40 PM
5	Onesies for babies, samples, magnets with Tylenol/ibuprofen dosing, pens	8/31/2023 12:31 PM
6	pens, cell phone wallets, string bags/backpacks, sunglasses	8/31/2023 12:24 PM
7	Formula	8/30/2023 1:41 PM
8	bibs pens backpack	8/30/2023 9:48 AM
9	Pens	8/30/2023 8:42 AM
10	magnets with poison control number on it pens	8/30/2023 7:23 AM
11	Goody bag for our drive through vaccine clinic - new for this season. They'll have stickers, toys etc	8/30/2023 5:13 AM
12	Fridge magnets, vax-positive stickers, water bottles	8/29/2023 8:39 PM
13	Unsure if you are referring to drug co. logoed items or clinic promotional items. Yes, we have clinic promotional items, but do not give drug co. or MCO promotional items. We have clinic logo water bottles, lunch bags, pencils, band aids, bike reflectors	8/29/2023 5:57 PM
14	Pen. Magnet for refrigerator.	8/29/2023 3:08 PM
15	cold/hot packs with our logo on them	8/29/2023 2:06 PM
16	Stickers. Kids who are depressed I give them small writing notebook with our logo sticker on it and fancy pen so they can journal. I am thinking about getting some chap stick	8/29/2023 1:46 PM
17	For newborns, we give a bib with our logo on it.	8/29/2023 1:16 PM
18	We give bracelets with our practice name and logo after every well visit. In the past, we have given out pencils at Halloween.	8/29/2023 12:03 PM
19	Covid card holders	8/29/2023 10:50 AM
20	Burp cloths, magnets w/ phone number, bandaids w/ logo'd case (for health fairs)	8/29/2023 10:50 AM
21	coloring book, pens, stress ball, tote bag, chip clip	8/29/2023 10:47 AM
22	Tylenol, Motrin, Pedialyte, lotions, formula, etc	8/29/2023 10:43 AM
23	cups	8/29/2023 10:33 AM
24	Refrigerator magnet with our phone number and the well visit schedule	8/29/2023 10:21 AM
25	Onesies and formula sample bags	8/29/2023 10:18 AM
26	Magnets, shopping bags	8/29/2023 10:16 AM
27	stress balls, sunglasses, magnets	8/29/2023 10:04 AM
28	Branded bags, sunglasses, sunscreen	8/29/2023 10:02 AM
29	car magnets; medicine spoons; ice packs	8/29/2023 10:02 AM
30	information online via phresia	8/29/2023 10:01 AM

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31	magnet in the shape of a bandaid with our contact info, Newborn booklet, some docs give a onesie with our logo on it. We allow vendors to leave their printed product as well.	8/29/2023 9:58 AM
32	Pens, magnets and for events like 5k's we have ice packs	8/29/2023 9:50 AM
33	newborn bags with Vitamin D drops, outlet safety covers with our logo and burp cloth with our logo along with handouts on post partum support, breastfeeding, vaccine schedules, etc.	8/29/2023 9:50 AM

Q3 How are they distributed?

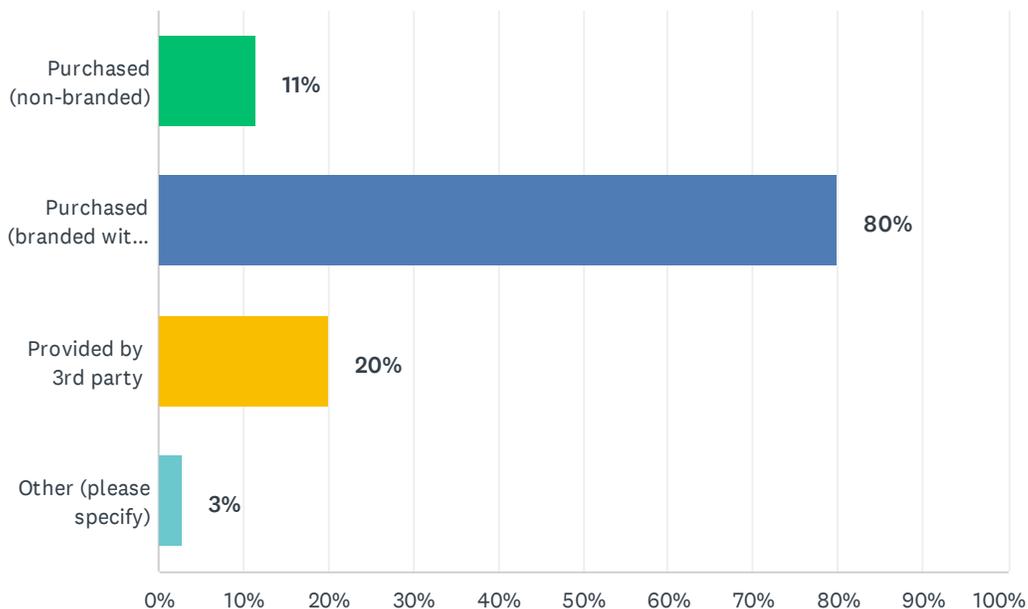
Answered: 35 Skipped: 71



#	OTHER (PLEASE SPECIFY)	DATE
1	handed out by physician	9/1/2023 4:06 AM
2	Prenatal gift bags	8/31/2023 7:09 PM
3	Given to newborn families	8/31/2023 12:31 PM
4	Given to new patients and newborns	8/31/2023 12:24 PM
5	given as needed	8/30/2023 1:41 PM
6	Check in	8/30/2023 8:42 AM
7	Drive through vaccine clinic	8/30/2023 5:13 AM
8	used as part of promotion of back-to-school well exams, health fairs we attend, Safe Kids Day, etc	8/29/2023 5:57 PM
9	In our new patient folder.	8/29/2023 3:08 PM
10	The Journals are only given to depressed/anxious patients I recommend starting to journal.	8/29/2023 1:46 PM
11	we gave with vaccines	8/29/2023 10:50 AM
12	in new baby welcome bags and as requested/needed	8/29/2023 10:43 AM
13	given out during promotional/marketing push	8/29/2023 10:04 AM
14	Community events	8/29/2023 10:02 AM
15	we give them to all newborn/new patients	8/29/2023 10:02 AM
16	given at first visit in the office upon check in at the front desk	8/29/2023 9:50 AM

Q4 Are these items you've purchased and branded, or provided by 3rd parties (vendors, reps)?

Answered: 35 Skipped: 71



#	OTHER (PLEASE SPECIFY)	DATE
1	provided by fomula company	8/30/2023 1:41 PM

Q5 If you don't have promotional items, why not?

Answered: 41 Skipped: 65

#	RESPONSES	DATE
1	No budget for them	9/1/2023 8:18 AM
2	I didn't think about it	8/31/2023 11:19 PM
3	cost	8/31/2023 9:19 PM
4	No need. Cost	8/31/2023 7:52 PM
5	Expense	8/31/2023 2:05 PM
6	have not thought about it.	8/31/2023 1:39 PM
7	Expense	8/31/2023 1:09 PM
8	Haven't considered keeping on hand to give to patients	8/31/2023 12:41 PM
9	Not needed, not a good ROI	8/31/2023 12:29 PM
10	cost	8/31/2023 11:04 AM
11	Cost for these items and lack of a tangible benefit	8/31/2023 9:57 AM
12	Redoing branding/logo currently	8/30/2023 8:23 PM
13	New practice, and I don't know too much about it	8/30/2023 6:47 PM
14	No need	8/30/2023 4:38 PM
15	cheesy	8/30/2023 9:48 AM
16	We used to but haven't restarted after COVID	8/30/2023 6:48 AM
17	likely to get lost or thrown away. everything is on line these days	8/30/2023 5:22 AM
18	cost	8/30/2023 12:05 AM
19	Never thought of it	8/29/2023 8:00 PM
20	x	8/29/2023 7:57 PM
21	cost	8/29/2023 3:57 PM
22	Hadn't really thought about it...we are plenty busy without advertising!	8/29/2023 3:03 PM
23	trying to get in the budget for them now	8/29/2023 2:35 PM
24	Full practice, great word of mouth - no need	8/29/2023 2:16 PM
25	They are usually thrown away. Trying to be responsible for not creating waste.	8/29/2023 1:29 PM
26	Expense, not trying to recruit more families	8/29/2023 11:21 AM
27	cost and usefulness	8/29/2023 11:07 AM
28	Cost,	8/29/2023 11:01 AM
29	We are well established in the community and have a strong practice. We also don't have enough storage.	8/29/2023 10:53 AM
30	Not appreciated	8/29/2023 10:46 AM
31	We have not needed to	8/29/2023 10:35 AM
32	lack of time to implement, cost, storage	8/29/2023 10:32 AM

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33	We do for certain events, but not in the office.	8/29/2023 10:32 AM
34	We never have and haven't started doing yet.	8/29/2023 10:21 AM
35	never thought of it	8/29/2023 10:18 AM
36	Cost. It's an "extra" that doesn't fit into our budget.	8/29/2023 10:07 AM
37	Not appropriate	8/29/2023 10:06 AM
38	Parents don't want more "stuff"	8/29/2023 10:00 AM
39	No need. Loyalty not improved, and other advertising is more cost-effective.	8/29/2023 9:59 AM
40	Don't feel the need to spend \$ on promotional items.	8/29/2023 9:58 AM
41	Expense	8/29/2023 9:53 AM

Q6 Anything else you would like to add on this topic?

Answered: 13 Skipped: 93

#	RESPONSES	DATE
1	No	8/31/2023 7:38 PM
2	I would like to know if it is beneficial for a practice and patients to have it	8/30/2023 6:48 PM
3	Nope	8/29/2023 8:39 PM
4	we did give promotional items such as hand sanitizer during covid	8/29/2023 2:35 PM
5	Social media has taken the place of flyers, stickers etc.	8/29/2023 1:29 PM
6	We give samples that we get from reps (Cera Ve, Dove Sensitive, toothpaste and tooth brushes, etc...)	8/29/2023 11:30 AM
7	Really careful not to hand out or post anything with pharmaceutical branding. Parents tend to be wary of such things.	8/29/2023 10:50 AM
8	X	8/29/2023 10:09 AM
9	We give a free book to all children ages 6 mos.- 5 at their well visits. That seems a better expenditure than promotional items for now.	8/29/2023 10:08 AM
10	No	8/29/2023 10:06 AM
11	people like practical giveaways. the icepacks are always a hit as well as the medicine spoons. maybe tylenol dosing magnet for kitchen would be the next item	8/29/2023 10:03 AM
12	Nope	8/29/2023 9:58 AM
13	Mostly use 4imprint	8/29/2023 9:50 AM