

Appendix I: Hiss Opinion Leader Identification Survey
(Please Print)

Please read the following items and think about the physicians in your community. If possible, please list as many as two physicians in your community who best fit each description.

NOTE: You may include the same physician in more than one section and you may include your own name in any section that you feel is appropriate.

I. PHYSICIANS AS EDUCATORS

These physicians convey information in ways that lead to learning. They express themselves clearly and to the point. They provide practical information first and then an explanation or rationale if time allows. They take the time to answer you completely and do not leave you feeling that they were too busy to answer your inquiry. They enjoy and are willing to share any knowledge that they have.

Name: _____ Name: _____

II. PHYSICIANS AS KNOWLEDGEABLE PRACTITIONERS.

These are physicians who like to teach. They seem always up-to-date; demonstrate a command of recent medical knowledge and a high level of clinical expertise.

Name: _____ Name: _____

III. PHYSICIANS AS CARING PROFESSIONALS

These are physicians whom we might call real humanists. They treat people as equals; they listen, communicate well and never talk down to others even when helping them.

Name: _____ Name: _____

IV. GENERAL SURGEONS WHOSE ADVICE YOU VALUE ON COLORECTAL CANCER

Name: _____ Name: _____

V. PATHOLOGISTS WHOSE ADVICE YOU VALUE ON COLORECTAL CANCER

Name: _____ Name: _____

VI. DESIGNATED LEADERS IN YOUR COMMUNITY

E.g. - General Surgery Division Head and Head of Pathology.

SURGERY: _____

PATHOLOGY: _____

Please go to next page →

Would you mind telling us a little about yourself?

Gender: Female Male Age: _____ Years in Practice: _____

Practice Location: Rural Urban Remote

Nature of your Practice (e.g. General Surgery or Pathology, subspecialty surgery or pathology):

Estimated percentage of your clinical volume that relates to colorectal cancer: _____

How important are the following resources when you need medical information **quickly**?

Level of importance

Scientific and Professional Journals	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>
Online databases such as Medline	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>
Other internet resources or email	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>
Hospital physicians	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>
University faculty	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>
Informal communication with a specialist	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>
Formal CE	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>
The opinion leader physicians in your community	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>
Informal communication with other colleagues	Very <input type="checkbox"/>	Moderately <input type="checkbox"/>	Somewhat <input type="checkbox"/>	Not <input type="checkbox"/>

Think about the physicians whom you approach for medical information or advice and let us know how you chose them (you can select more than one reason).

- _____ Knew them in medical school
- _____ Heard of them through talking with other colleagues
- _____ Heard of them through interaction with hospital departments
- _____ Met them at professional medical meetings
- _____ Met them at informal social gatherings
- _____ Work in the same building

Any other reasons? _____

When you have completed the materials would you kindly put them in the enclosed self-addressed envelope and drop it in the mail?

Once again, thank you very much for your help.