

Seeking Study Participants

Study Purpose: The purpose of this qualitative phenomenological study is to explore how external influences, such as advertising directed at consumers, affect African American physicians to prescribe generic or name-brand drugs.

You are eligible for this study if you meet all of the following criteria:

- (1) African American,
- (2) actively practicing physicians,
- (3) living and practicing in Atlanta, Georgia,
- (4) have three or more years of experience in writing prescriptions.

In this study, participants will:

1. Review of the informed consent form and scheduling of the interview by Facebook messenger, 10 minutes.
2. One-to-one, semi-structured interview, 60-90 minutes, through the online videoconference application Zoom.
3. Review of the interview transcripts for 10 minutes via email.

Participants will be asked questions about:

1. How you describe your experiences when prescribing drugs to patients in response to a DTCA advert.
2. How African American physicians could improve their medication writing process.

To participate in this study, please contact:
Donnette Bloomfield, Doctoral Student at Northcentral University

678-934-0002, or by email at
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