Description of the survey

Thank you for taking the time to participate in this study!

Below are a list of questions concerning your experience of the telephone and AssistancePlus advice sessions, respectively. There may be some expressions that are unfamiliar to you in the questions. Here is a short glossary for you to refer to.

1 - **Cursor** - the mouse cursor used to point and click on the screen
2 - **Remote cursor** - displays the position of the pharmacist’s cursor.
3 - **Video image** - Video feed that displays your or the pharmacist’s face

1 - **3D animation** - the interactive movie that was used to demonstrate the handling instructions for the pharmaceutical product
2 - **3D model** - The model representing the pharmaceutical product in the 3D animation

### Background information

1. **Gender**
   - Man
   - Woman

2. **Age**
   - 18-24
   - 25-34
   - 35-49
   - 50-65
   - 65+

3. Would you describe yourself as someone that is eager to try new things?
   - No, absolutely not
   - No, not usually
   - Yes, sometimes
   - Yes, absolutely
   - No opinion

4. Would you describe yourself as having a positive attitude towards computers and the Internet?
   - No, absolutely not
   - No, not usually
   - Yes, sometimes
   - Yes, absolutely
   - No opinion

5. How many times have you used a computer for work or studies in the last month?
   - Never
   - A few times
   - Several times
   - Daily
   - Do not know/not applicable
How many times have you used a computer in *outside work/studies* in the last *month*?

- Never
- A few times
- Several times
- Daily
- Do not know

How many times have you used the *Internet outside work/studies* in the last *month*?

- Never
- A few times
- Several times
- Daily
- Do not know

**Previous experience with pharmaceutical advice services**

How many times have you in any way sought information about medication in the last *year*?

- Never
- 1-4 times
- 5-10 times
- More than 10 times
- Do not know/prefer not to say

**Comparison between telephone and AssistancePlus**

For each of the following properties, distribute 10 points between telephone and AssistancePlus. A high value indicates a positive rating. The sum of the two values must be 10 (zero values are allowed).

<table>
<thead>
<tr>
<th>Property</th>
<th>Telephone</th>
<th>AssistancePlus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to use</td>
<td></td>
<td>+</td>
<td>10</td>
</tr>
<tr>
<td>How easy is it to use</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of communication</td>
<td></td>
<td>+</td>
<td>10</td>
</tr>
<tr>
<td>How easy is it to communicate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sense of personal contact</td>
<td></td>
<td>+</td>
<td>10</td>
</tr>
<tr>
<td>How personal the sense of contact feels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Explanatory power</td>
<td></td>
<td>+</td>
<td>10</td>
</tr>
<tr>
<td>How difficult/complex issues can it handle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understanding</td>
<td></td>
<td>+</td>
<td>10</td>
</tr>
<tr>
<td>How well one understands given information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust</td>
<td></td>
<td>+</td>
<td>10</td>
</tr>
<tr>
<td>How much one trust the given information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efficiency</td>
<td></td>
<td>+</td>
<td>10</td>
</tr>
<tr>
<td>How efficient the communication is</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mark the number that corresponds with how you experienced AssistancePlus.

- Awful: 1 2 3 4 5 6 7 8 9  | Fantastic: Do not know
- Frustratin: 1 2 3 4 5 6 7 8 9  | Satisfying: Do not know
- Boring: 1 2 3 4 5 6 7 8 9  | Stimulating: Do not know
- Difficult: 1 2 3 4 5 6 7 8 9  | Easy: Do not know
- Powerful: 1 2 3 4 5 6 7 8 9  | Powerless: Do not know
- Inflexible: 1 2 3 4 5 6 7 8 9  | Flexible: Do not know
- Easy to get started: 1 2 3 4 5 6 7 8 9  | Difficult to get started: Do not know

Audio/video

11. I find it positive that I could see the pharmacist (the pharmacist's video image)
   Disagree completely:  | Agree completely:  | Do not know: 

12. I find it positive that the pharmacist could see me (your own video image)
   Disagree completely:  | Agree completely:  | Do not know: 

   Disagree completely:  | Agree completely:  | Do not know: 

14. Compare the audio quality with AssistancePlus with that on the telephone
   Much worse than the telephone: 1 2 3 4 5 6 7 8 9  | Much better than the telephone:  Do not know
Show and point

15. I valued being able to look at text and pictures on web pages together with the pharmacist.
   Disagree completely [ ] [ ] [ ] [ ] [ ] [ ] Agree completely [ ] [ ] [ ] [ ] [ ] [ ] Do not know [ ]

16. I valued being able to see what the pharmacist was pointing to with his/her remote cursor (the green cursor marked "Pharmacist")
   Disagree completely [ ] [ ] [ ] [ ] [ ] [ ] Agree completely [ ] [ ] [ ] [ ] [ ] [ ] Do not know [ ]

17. Where you aware of that the pharmacist could see your cursor also?
   Yes [ ] No [ ] Did not think about that [ ]

18. I valued being able to use my cursor to point to things?
   Disagree completely [ ] [ ] [ ] [ ] [ ] [ ] Agree completely [ ] [ ] [ ] [ ] [ ] [ ] Do not know [ ]

3D animation and the 3D model

The questions in this section pertain only to your experience of the 3D functionality used to demonstrate the pharmaceutical products

19. I feel that I understood the information that was passed on using the 3D features well.
   Disagree completely [ ] [ ] [ ] [ ] [ ] [ ] Agree completely [ ] [ ] [ ] [ ] [ ] [ ] Do not know [ ]

20. I valued being able to control the 3D content myself.
   Disagree completely [ ] [ ] [ ] [ ] [ ] [ ] Agree completely [ ] [ ] [ ] [ ] [ ] [ ] Do not know [ ]

21. Would you prefer the 3D model that was used to represent the pharmaceutical product to be true-to-life or simplified in the way it is presented?
   Simplified [ ] [ ] [ ] [ ] [ ] [ ] [ ] true-to-life [ ]

22. I feel that it would be valuable to be able to use the 3D model on my own after the advice-giving session has been completed.
   Disagree completely [ ] [ ] [ ] [ ] [ ] [ ] Agree completely [ ] [ ] [ ] [ ] [ ] [ ] Do not know [ ]
Feeling of control

Did you feel active or passive during the advice-giving session using the telephone and AssistancePlus, respectively?

- During the telephone session
  - Passive
  - Active
  - Do not know

- During the AssistancePlus session
  - Passive
  - Active
  - Do not know

Who did you feel was the one that controlled the dialog during the telephone and AssistancePlus sessions, respectively?

- During the telephone session
  - Your yourself
  - The pharmacist
  - Do not know

- During the AssistancePlus session
  - Your yourself
  - The pharmacist
  - Do not know

I feel satisfied with the way the dialogue was controlled during the telephone session.

- Disagree completely
- Agree completely
- Do not know

I feel satisfied with the way the dialogue was controlled during the AssistancePlus session.

- Disagree completely
- Agree completely
- Do not know

Area of usage

Choose which channels you would prefer when seeking information about pharmaceutical products for each type of product. High value indicate a positive rating. The sum of the ratings must be 10 (zero values are allowed).

<table>
<thead>
<tr>
<th>Simple products</th>
<th>Telephone</th>
<th>AssistancePlus</th>
<th>Pharmacy store</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>For advice on simple products, for example non-prescription aspirin.</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>= 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Simple prescription medication</th>
<th>Telephone</th>
<th>AssistancePlus</th>
<th>Pharmacy store</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>For advice on simple types of prescription medications.</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>= 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Complex medication</th>
<th>Telephone</th>
<th>AssistancePlus</th>
<th>Pharmacy store</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>For advice on complex medications that do not require any special handling.</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>= 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Medication requiring handling</th>
<th>Telephone</th>
<th>AssistancePlus</th>
<th>Pharmacy store</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>For advice on medications or medical aids requiring non-trivial handling.</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>= 10</td>
</tr>
</tbody>
</table>
Would you use a service such as AssistancePlus where it available on Apoteket's web page?

Not at all likely □ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 Very likely □

Open-ended questions

Was there anything with AssistancePlus that you found difficult or confusing?

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Do you have any suggestions on how AssistancePlus can be improved?

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What type of questions/issues do you think that AssistancePlus is best suited for?

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Who do you think would use a service like AssistancePlus?

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What would make you NOT WANT to use a service like AssistancePlus?

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Do you have any other comments?

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Thank you for your contribution!