Sample: The invitation e-mail and two reminders were sent to 437 ePanel members. 280 members completed the survey (64%).

Q1. With respect to the CFPC’s relationship with the pharmaceutical industry, I think that the CFPC:

- 20% Should completely dissociate from any connection with the pharmaceutical industry
- 30% Should maintain relationships with the pharmaceutical industry with more stringent management than is currently in place
- 45% Should maintain relationships with the pharmaceutical industry with current level of diligent management
- 5% Should maintain relationships with the pharmaceutical industry with less stringent management than is currently in place

Q2. In your opinion, how important is the relationship between the CFPC and the pharmaceutical industry to the College’s reputation with members?

- 5% Not important
- 45% Somewhat important
- 50% Very important

Q3. In your opinion, how important is the relationship between the CFPC and the pharmaceutical industry to the College’s reputation with patients and other members of the public?

- 8% Not important
- 36% Somewhat important
- 66% Very important
There are several areas of activity at the CFPC where continuing or discontinuing the relationship with the pharmaceutical industry will have the most financial impact. Please let us know which statement comes closest to expressing your opinion.

**a) Pharmaceutical industry advertising in Canadian Family Physician**

- Unacceptable no matter what the cost: 12%
- Unacceptable as long as the cost of changing is not significant: 4%
- Acceptable as long as policies and procedures are in place to manage it: 71%
- Completely acceptable: 13%

**b) Pharmaceutical industry booths in the exhibit hall at FMF and provincial Chapter ASAs**

- Unacceptable no matter what the cost: 15%
- Unacceptable as long as the cost of changing is not significant: 6%
- Acceptable as long as policies and procedures are in place to manage it: 63%
- Completely acceptable: 15%

**c) Pharmaceutical industry sponsorship and delivery of continuing professional development programs that meet CFPC accreditation standards**

- Unacceptable no matter what the cost: 30%
- Unacceptable as long as the cost of changing is not significant: 7%
- Acceptable as long as policies and procedures are in place to manage it: 56%
- Completely acceptable: 10%

**d) Donations from the pharmaceutical industry to the CFPC's Research and Education Foundation to support grants and awards**

- Unacceptable no matter what the cost: 20%
- Unacceptable as long as the cost of changing is not significant: 6%
- Acceptable as long as policies and procedures are in place to manage it: 61%
- Completely acceptable: 12%
Q5. If the CFPC were to dissociate from the pharmaceutical industry, would you be prepared to take on additional costs eg, increased registration fees for FMF and Chapter ASAs, higher cost for Canadian Family Physician?

- Never: 13%
- Only if the total additional cost was very modest (under $50): 53%
- Even if the total additional cost was more substantial (up to $500): 19%
- Whatever the additional cost to individuals might be: 15%