



Appendix 1: Top-down Needs Assessment Form 1/2

Pharma/Government-driven Medicine Information Resource Needs Assessment (Top-down approach)

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| Pharma/Government department: | Medicine (or Class of Medicines): |
| Scope of work: | <p>What results do they expect the Medicine Information Resource (MIR) communication to deliver?</p> <p>What new skills, actions or behaviours are they trying to convey to the audience/consumers?</p> <p>What other changes should the MIR communication bring about?</p> <p>How might these changes be measured?</p> <p>Would the MIR be best served by a single document or a collection of related documents?</p> <p>Time frame</p> <p>Budget</p> |



Appendix 1: Top-down Needs Assessment Form 2/2

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|---------------------------------|---|
| Compliance requirements: | Are there any mandatory compliance requirements (e.g., compulsory content for inclusion in the new resource)? |
| Contents/Topics: | List the contents/topics that they would like to be covered in the MIR: |
| Internal Resources: | Personnel: Time: Budget: |
| Governance: | Ongoing monitoring (Yes/No): Review cycles: Who will endorse/sign off on the MIR? |
| Decision: | Accept or decline proposal: Signature: Name: |