### 6.6 When a patient/caregiver raises an AE/PC/SRS during market research

Use this at the end of the market research interview and not during it.

**PLEASE NOTE: This is not a fully formed consent agreement and you will need to add further specific detail eg. the name of the recipient company. For more information about consent agreements please see the BHBIA’s GDPR Update on Consent for market research or section E4.2 of the BHBIA’s Legal and Ethical Guidelines.**

Example Wording

Interviewer says:

*We previously discussed the obligations that a medicines manufacturer has to keep records of any side effects or complaints that people may have about their medicines.*

*When you were answering the research questions, you mentioned that [INSERT BRIEF DESCRIPTION OF WHAT WAS SAID].*

*In order to find out more about the side effect or product complaint that you described, the medicines manufacturer might want to contact you directly to ask some follow-up questions.*

*Please could you confirm that you consent to us giving the medicines manufacturer, [INSERT MAH NAME], your contact details for any further follow-up. This is an information notice that gives you more information about how your contact details will be used.*

Next Steps

1. If the patient/caregiver confirms their agreement, the interviewer should obtain a written record of this.
2. If the patient/caregiver confirms that contact details cannot be given to the MAH, the interviewer should say:

*Thank you. I confirm that I will not pass your contact details to the company.*