

Table Changes in market share of marketed drugs and association of regional prescribing with all payments, payments to specialists versus non-specialists, and food and education payments versus speaker and consulting payments

Payments	Oral anticoagulants			Non-insulin diabetes drugs		
	Market share change* (95% CI)	P value	Days filled per payment†(95% CI)	Market share change* (95% CI)	P value	Days filled per payment† (95% CI)
All payments to all physicians	0.32 (0.26 to 0.38)	<0.001	94 (76 to 112)	0.12 (0.1 to 0.14)	<0.001	107 (89 to 125)
Payment by physician type:						
Non-specialists	0.32 (0.23 to 0.41)	<0.001	100 (68 to 123)	0.12 (0.01 to 0.15)	<0.001	114 (93 to 144)
Specialists	0.71 (0.58 to 0.84)	<0.001	212 (174 to 250)	0.36 (0.25 to 0.47)	<0.001	331 (230 to 442)
P value for difference between groups		<0.001			<0.001	
Influencer vs Influencee						
For food and beverage, gifts, or educational materials	0.32 (0.23 to 0.41)	<0.001	96 (77 to 114)	0.12 (0.01 to 0.14)	<0.001	110 (91 to 128)
For speaker fees, consulting fees, honoraria, travel costs, and non-research grants	1.09 (0.21 to 1.98)	0.02	326 (62 to 590)	0.53 (0.24 to 0.81)	<0.001	484 (222 to 745)
P value for difference between groups		0.17			0.01	
CME vs non-CME						
For speaker fees and educational materials	2.00 (0.86 to 3.15)	0.001	598 (258 to 939)	1.47 (1.02 to 1.92)	<0.001	1353 (942 to 1765)
For food and beverage, consulting fees, honoraria, gifts, travel costs, and non-research grants	0.33 (0.26 to 0.40)	<0.001	98 (79 to 116)	0.12 (0.10 to 0.14)	<0.001	109 (91 to 127)
P value for difference between groups		0.046			<0.001	

*Percent change in market share for one additional payment per 1000 person years of part D coverage in an hospital referral region.

†Number of additional prescription days filled of marketed drug associated with an increase of one payment in a region.