

UNIVERSITY OF MIAMI
MIAMI, FLORIDA 33152

DEPARTMENT OF PHARMACOLOGY
SCHOOL OF MEDICINE
P.O. BOX 520875, BISCAYNE ANNEX

TELEPHONE (305) 547-6643

October 29, 1974

Quentin Young, M.D.
Cook County Hospital
1825 W. Harrison
Chicago, Illinois 60612

Dear Dr. Young:

Keeping up with the growing body of knowledge that has such profound influence on medical practice today is a problem with which we are all familiar. In no area of medicine is the change more constant or the need more acutely apparent than in Clinical Pharmacology. But just recognizing the problem isn't enough. Where can we go for consistent, current information on appropriate drug therapy?

In an attempt to expand our already-established sources of drug information, an innovative program has been developed at the University of Miami School of Medicine. It was designed to increase the benefit potential of an existing resource for continuing information on drug therapy to the practicing physician--the informed pharmaceutical representative. By extending his role in a way that permits greater functioning in the capacity of an active member of the health care team, he has more opportunity to work with you in answering some of the questions that arise daily concerning drug utilization.

Roche Laboratories is cooperating in a Pharmaceutical Consultant Program--the first of its kind--in which pharmaceutical representatives work side by side with physicians and other health care professionals in a clinical environment. Your Roche representative, Mr. Rook, was one of forty recently selected to participate in this program at the University of Miami School of Medicine. Here are some of the things this program included: Assigned to an intern with whom he shared two weeks of clinical experience, he was actively involved in morning rounds, attending rounds, elective conferences, post mortem examinations, 24-hour duty shifts "on call" for admissions and emergencies, and 20 hours of Clinical Pharmacology seminars. It was a unique opportunity for exposure to multiple aspects of clinical medicine in an academic setting, and this was possible from a distinctive vantage point--at the patients' bedsides.