

14084 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

The message is quite clear:

- Depression is everywhere and being underdiagnosed;
- Patients need not be actually depressed--insufficient joy, psychosomatic complaints, or underachieving may be the only signs or symptoms and may be enough to make a diagnosis of depression;
- Sinequan is the best of a good group of drugs, whose use, fortunately for the American public, is finally increasing to high levels;
- The physician should join this welcome trend and use the drugs more.

There is every reason to believe that the physicians participating in the taped discussion are voicing with full personal integrity, their best medical opinions. It is also likely, however, that the drug firm knew what each physician would say before they invited him and thus assured the emergence of a particular point of view in its educational production.

Audio cassette tapes come to physicians in ever-increasing numbers. They are particularly useful to the physician because they allow him to make use of time that ordinarily is lost while driving in his car.