

was also felt, however, that if the total market for cerebrovasodilators could be expanded, Marion Laboratories would get a high percentage of the increased sales. One way to expand the market for cerebrovasodilators was to convince physicians that these drugs were useful in the prevention and treatment of stroke.

The first segment of the learning system made no direct claims for the effectiveness of Pavabid in the treatment or prevention of stroke but simply focused on the transient ischemic attack (TIA), a brief episode of focal neurologic deficit, as an early warning sign of stroke.

It then provided prescribing information for Pavabid and a logo of a linegraph superimposed over a longitudinal slice of a brain.

The second part of the learning system discussed the "Diagnosis and Treatment of Cerebral Vascular Insufficiency." The relatively uncommon cases which can be helped by surgical intervention were discussed in a superb presentation by Dr. Michael E. De Bakey, President of the Baylor College of Medicine.