

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 15241

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tell us that this is running as high as 60 - 70 percent (above the rate of a year ago). There may be our "hard sold" users and will continue to use Diphtherine® and Diphtherine-2, which are the only ones on the market. We must work hard to get these physicians. In lieu of complete product identification, we must have a comprehensive program of product identification.

K. The amount of time needed to see significant change in attitudes, prescribing habits, buying habits, etc., can only be estimated. I feel that we have, perhaps, the balance of 1971 as a deadline, and August or September as a minimum, prior to any visible effect on the physician's prescribing habits. The wholesaler and/or retailer will no doubt react much more quickly, dependent upon what security requirements are enforced.

G. How much additional "bad press" can be expected relative to this change of schedules can only be estimated. However, I believe this could be influential in hastening the change in physicians' prescribing habits and attitudes.

H. The effect of this schedule transfer on our own salesmen, practically speaking, is out of the few areas over which we have some control. Every effort must be made to combat carelessness, particularly with the large volume high turnover salesmen. We stand to lose sizable bonus periods unless the proper steps are taken. A number of the "weak links" will probably tender resignations when full understanding of these changes reaches them.

3. Regardless of the above considerations, I feel that we must proceed posthaste, while watching very closely the development of trends, to prepare ourselves for an all-out campaign on Ionamin®. The objective of this campaign should be to capture, at a pace commensurate with the decline of Diphtherine® and Diphtherine-2, at least a 40 to 50 percent share of that, in my opinion, will shake down to a 40 to 60 million dollar market. We must be willing to invest the promotional dollars and time necessary to achieve this goal. Ionamin® must be given a "new product" treatment!

With the above considerations in mind, I propose the following sales camp for Ionamin®:

1. Adequate sampling of Ionamin® to all physicians who desire starters in treating obese patients.
2. A new visual aid for the salesmen with a strong product orientation versus accustomed service approach. This should be introduced at District or Division Sales Meetings to get impact.
3. Continuation of "Are You Really Serious About Losing Weight?" as an added reason why the physician should prescribe Ionamin®. In