

is that the pharmaceutical detail man in the State of Florida, who is interested in making sure that Declomycin is sold, is a very forceful, a very aggressive, and a very charming person.

I wouldn't be a bit surprised, again opinion mind you, not statement of fact, I rather suspect that this is an important determinant as to why it is that in the State of Florida, a drug such as Declomycin is used when my own experience would lead me to believe that this is not a drug that should be employed in people who are readily exposed to sunlight.

Senator NELSON. Why wouldn't the prescribing physician be aware of the photosensitive side effect of this drug?

Dr. CLUFF. Well, generally it is deemphasized, of course, by the man trying to sell the drug. He is interested in seeing that the physician buys the drug. He isn't interested in discouraging his use of the drug, so generally he will deemphasize it. The usual approach is that most of the patients requiring this drug are sick enough so that they are likely to be in the house and not outdoors. But that doesn't seem to me to be necessarily a justifiable use either.

In addition to that, of course, he uses other types of information which may be pertinent. He has certain data on absorption, frequency of administration of the drug and blood levels which he assumes are important in evaluating the efficacy of the preparation, and these are impressive pieces of evidence when one looks at it, but they may not be the important reasons why the physician uses the drug when his concern is the treatment and the cure of the patient's disease and these may have no relevance to that.

Senator NELSON. Is this Declomycin?

Dr. CLUFF. Yes.

Senator NELSON. As a matter of ordinary practice, this drug comes to the attention of a physician. What does he rely upon to make his determination as to whether or not he will use that drug?

Dr. CLUFF. He evaluates the information provided by the pharmaceutical representative. Now I am speaking here primarily of the physician out in practice. Within the hospital we have other means of controlling this. But outside of the hospital the physician is to a certain extent dependent, as a matter of fact I know he is pretty heavily dependent upon, the pharmaceutical representative for information about new drugs, even information about old drugs. And if he evaluates the information provided to him, he will try the drug and gain some personal experience with its use, and predicated on his experience with the drug he will either then continue its use or discontinue it.

Senator NELSON. The drug Declomycin, for example, comes to the attention of a Florida physician you say, the drug causes a problem from a photo-sensitive standpoint and it is used a lot there. Where else can the doctor readily look to find out about the drug other than the detail man or the advertising of the company?

Dr. CLUFF. Well, if he happens to come to one of the symposia, seminar or local hospitals that I happen to be speaking at or visiting, he will hear about it from me. If he happens to read the New England Journal of Medicine or the American Journal of Medical Sciences or the other established medical journals, the Annals of Internal Medicine, he can acquire the information in this regard. Generally, how-