

you added all the other many factors together you may come up with an amount equivalent to the detail man, but this is the largest and most important single item in many budgets.

Senator NELSON. How significant is the detail man's role in the sales end?

Mr. SQUIBB. Very significant. The detail man is the best and most effective means of producing a sale or prescription on your specialty, no question about it. He can be made much better and that is one of the points I make here, but it still is a fact that the detail man working with problems he did not create himself and that are part of the medical climate today, working in a doctor's office, with a doctor whom he knows from previous calls over the years, has had remarkable results in terms of sales produced out of this personal contact.

Senator NELSON. Do you think the effort of the detail man to determine which products the doctor will use is a more significant influence on the doctor than the literature he will receive?

Mr. SQUIBB. Oh, yes, yes. I do. Some physicians, for their own reasons, do not like to see detail men or spend much time with them, other physicians perhaps are not contacted often, for various reasons, by the detail man, but where there is a strong detail man's presentation to a physician who is known to be a good producer of prescriptions, this physician will be more influenced by the detail man who works with him, sees him once every month or so at least, than by any other promotional force that the drug business can produce.

Senator NELSON. I am sure that there are many very intelligent and conscientious detail men, and I do not mean to reflect upon them at all. However, a detail man, no matter how intelligent or conscientious he may be, is not a professional man in this field, insofar as having the qualifications to really judge what drugs a patient should have, although he may be very expert in what his own company's drug is and what they say it will do. So here you have a situation of a doctor relying upon a man who is not a pharmacologist, not a pharmacist, though some may be, to help him make decisions about what kind of a drug he should use in the treatment of his patient.

Mr. SQUIBB. Well, perhaps because I have been a detail man myself and have done this work quite a bit, I feel that the quality of a detail man's work for the reputable companies, although you can always find examples unfortunately that are to the contrary, is excellent. They know the area in which they are working. They know their product. They are well trained. They follow the instructions which are given to them in no uncertain terms as to what they can do, the limits within which they can operate. The detail man is, generally speaking, working in a marketing situation and in an information situation which was not of his own creation. You understand the doctor is there often without information. He has not gotten it, either from his training or background, or he has not any time to get it any other way. The detail man moves into this situation with skill, with discretion generally speaking, and is a fine means, although expensive, of transmission of this information. I think he is the best because he is armed with the promotional material he is going to talk about, he is armed with the advertisements, the samples, the promotional literature, and the references. He has all of those with them and he can discuss them because