

he has been trained to discuss them within the limits of that product. He is not practicing medicine. He is talking about this one particular product and the other products that relate to it. I think that this is the finest practical way that has been developed today to bring information to the physician. The physician knows that this man is not a physician. He knows or should know the limits that the detail man has, and it might come to a point in every detail conversation where that conversation must stop and the question referred back to the home office for further expansion.

I think generally speaking, and I know there are horrible examples in your own record of detail men who have done wrong, this is an excellent method for the transmission of product information which is one of the problems that we are faced with.

I think the fact is that sometimes the detail man is criticized for things that are not his fault if he has too many samples, if he has literature which is too flamboyant. He did not create that himself. These are the policies of the house that sends him out. The detail man as a transmitter of information, as a part of the drug world today, is a very excellent though expensive method of doing the job that is needed.

Senator NELSON. I come from a profession where you had to try your matters in open court with an adversary who tests every conceivable proposition that is advanced.

Now, if you had all detail men who handled the same drug before the doctor, and the physician could hear all the arguments about which one is best, and then make an evaluation, it would be quite another matter. But here you have a situation where the doctor has listened to one man from one company with one or several drugs and only one purpose: to sell his firm's product. And even though he may very well know that there is another drug equivalent or better at a lesser price sold by another company, he will never disclose this fact to the doctor. So the doctor is listening to a kind of a one-dimensional presentation, and I observe at this point that this bothers me a little bit.

Mr. SQUIBB. Yes. That of course is the limitation. A man is presenting one product with all the skill and knowledge that he has, and that is his job, to present that one product in that one field.

Senator NELSON. I am not critical. That is the job he has.

Mr. SQUIBB. That is the job he has, but as a matter of practical operation another man will be along shortly to present his product, a competitive product, and he will do the best he can with that. I think that these things are not perfect. These are far from perfect ideal situations, but given the difficulties of a multiproduct market, and the complex and technical problems that are involved here, the detail man and his acceptance by the physicians has evolved, has developed to such an extent that it works, and it works as well or better than anything else now being used. This is where I think physicians look for their information. These are detail men that they know and accept. They will not see some other detail men. Perhaps, they do not like them or they have made mistakes in their office. But generally speaking the technique is the best one that the pharmaceutical industries have come up with for the purpose of simple transmission of information on its products to its customers.