

depression, that there are two actual effects, and the long-term one is just unpredictable. It shows up months later, ususally. And by then the damage that is there is probably irreversible, and whether or not you are going to survive depends on how much your marrow has been affected.

Certainly, if you see early changes you are going to discontinue use of the drug, but no one has proven that is an adequate preventative measure.

Senator NELSON. But all the experts do recommend regular blood studies during the administration of the drug, do they not?

Dr. HEWSON. I think so. But as a prophylactic measure this has not been proven. Certainly one would give the patient the benefit of the doubt; but, if you will notice, even the second FDA warning states that blood studies may not be adequate to prevent damage from the drug.

Senator NELSON. Go ahead.

Dr. HEWSON. In considering the physicians who have ordered Chlormycetin in patently excessive and unrestrained fashion, one must initially recognize that most of the medical care is rendered in the United States by physicians who do not limit their practice to one field of medicine. And, we might add, who are not in the academic-oriented environment of the teaching hospital or medical school. They are busy practitioners with limited time for reading and keeping abreast of the multiple fields of medicine which their practices encompass. They do not, and possibly cannot, take time to read the current medical literature or attend medical meetings and lectures. If medical journals are read, the advertising is often skipped over in order to peruse any articles of interest. A short talk from a detail man—Dr. Dameshek in his 1960 editorial refers to them as our medical profession's ubiquitous mentors. A short talk from a detail man is much more pleasant and feasible than a search of the literature to gather information about a particular drug. These sales representatives of the pharmaceutical houses are usually pleasant, personable individuals. They generally offer samples of drugs as an inducement to gain entrance to the physician's office. Although not professional men, they do come with the approbation of a large, respected company and with apparent firsthand knowledge of the drugs they detail. They offer an easily accessible source of information on new drugs.

Most physicians are undoubtedly aware of the positive, salesmanship approach of these representatives of the drug company. Their enthusiastic accolades to the drug being promoted are not accepted at face value by the physician, who undoubtedly takes this promotional technique into consideration when making the crucial decision of whether, on balance, the therapeutic effectiveness of the drug outweighs its potential deleterious effects in a given clinical situation. This difficult balancing decision is obviously impaired if the physician is not made adequately aware of the drug's side effects. The great disservice of the detail men is not in their exaggeration of a drug's beneficial uses but in their approach to its toxic effects. Commonly, the toxicity is not discussed thoroughly, is played down, or is not even broached. The otherwise uninformed physician is thereby grossly misled. Although he may recognize and allow for the affirmative ap-