

2554 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

It is suggested that you use a copy of the spectrum folder U 89-2 in lieu of literature for distribution when the occasion arises to give detail PP10. A new full-color blotter, portraying all of the product forms, will be supplied to you very shortly, as will a desk-top product information card. A deluxe product booklet is being made ready for the press at this time. Other promotion material is in process of preparation and will be released as soon as possible. The current literature on Chloromycetin Cream, T-68, is still applicable in detailing the physicians on that product form.

SPECIAL CHLOROMYCETIN DETAIL

This detail approach has evolved from a talk given by Mr. Walker at a meeting of New York State pharmacists at the Hotel Statler in New York City. Vincent Cioffi, of the New York Branch, first used the newspaper comments in detailing and he was able to report very substantial territorial gains by incorporating this feature in his presentation.

It should be kept in mind that the incidence of aplastic anemia is not known because statistics on this affliction are incomplete and inadequate. In the survey, among those who received the estimated 8,000,000 courses of therapy of Chloromycetin, aplastic anemia is known to have appeared in 139 patients. The ratio of 139:8,000,000 gives a rate of 1.74 per 100,000 which probably is not much greater incidence than would be expected in a population of sick persons who had not received any Chloromycetin. In the survey also there were an additional 157 case records on patients who had aplastic anemia classified as group O (Chloromycetin not involved). (And it is to be remembered that these do not constitute all the cases of aplastic anemia that had occurred; these were collected in a survey directed primarily at Chloromycetin.) In other words there were a few more patients (157 as compared with 139) found in the survey who had aplastic anemia unrelated to Chloromycetin than there were those whose aplastic anemia was observed to have followed Chloromycetin therapy. Further, the incidence of this disorder is apparently on greater today than it was before Chloromycetin was introduced and came into widespread use on the basis of recorded deaths by States' Registrars of Vital Statistics for recent years.

Mr. Cioffi also stressed the possible importance of infection providing a trigger mechanism for the production of aplasia. According to this theory, Chloromycetin, by eliminating the infection, allowed the patient to go on to such a development for which he was destined even before or without therapy.

This approach was based on a talk given at a local medical group meeting by Frank Schley, New York District Coordinator for the Department of Clinical Investigation. Mr. Schley commented as follows:

"A point of interest under investigation by certain hematologists at the present time is the significance of a lack of resistance to infection as a symptom of an impending blood dyscrasia. This very symptom may be the cause for which an antibacterial agent is ingested. In the past it has been said that infection is usually the cause of death in aplastic anemia. It is also recognized by hematologic authorities that bacterial and virus toxins have been incriminated as a trigger mechanism to initiate a blood disorder. Toxins produced by infections themselves are blamed by eminent hematologic authorities. Lawrence, while at the University of Rochester, produced severe neutropenia and leukopenia in cats by a viral agent."

Planned Presentation sheet 5-PP10 contains a curve plotted from reports of all recorded aplastic anemia deaths compiled by Parke-Davis personnel from data supplied by States' Bureaus of Vital Statistics. You will be interested in the complete totals: rates given represent specific mortality rates (aplastic anemia deaths per 100,000 total population, both sick and well), for the years cited:

	1948	1949	1950	1951
Average, 16 States reporting all years.....	0.3575	0.4057	0.4534	0.4667
Average, 30 States reporting 1949, 1950, 1951 only.....		.4113	.4222	.4336
Average, 35 States 1950 and 1951 only.....			.4237	.4141
Average, 36 States reporting 1951 only.....				.3768