

all the graphic material, does make a full breast of the whole thing.

Mr. GORDON. But that is a big problem, isn't it?

Mr. GOODRICH. It is one problem, of course.

Mr. GROSSMAN. Mr. Goodrich, on this same point, I assume, then, that you believe physicians read these drug ads in the professional journals. I was just wondering—you said you assumed they had a major impact on doctors. Do we have any evidence—have we had any survey, anything that shows what doctors actually read in this area, and what they believe—or how they are influenced?

Mr. GOODRICH. Dr. McCleery says he has a survey. I base my statement on a quotation from an advertising man himself who made it over in Baltimore at a meeting soon after the law was passed, that we could be sure that if advertisements do not sell drugs, they will not continue to run. And for that reason, I am convinced that they do play a major role.

Mr. GROSSMAN. Has there been any study or survey on this, Dr. McCleery?

Dr. McCLEERY. Yes, there have been several, and several published. I brought one along today in case we were asked. I think it will reinforce Mr. Goodrich's point concerning the isolated effect of journal advertising alone. By saying that, I would not like to imply that I do not feel there is a general agreement amongst all sides of our dispute, on industry's and our side, that the activities of the detail men constitute the most effective element of all elements of promotion, and as such is a very great and, as Mr. Goodrich says, an uncovered area of our responsibility. But in terms of the evidence that a printed ad is effective in leading to a change in prescribing habits, I will make available copies for the record—from our library. In 1966, we received one of these studies conducted under the sponsorship of Modern Medicine magazine, and conducted by an expert polling outfit, the Politz outfit. What they set out to do, using all of the skills of isolating an area so as to measure effect—and, without going into all the details as to why, it seems that they succeeded. What they did was to take old drugs, eight old drugs—the name of this publication is "The Important Thousand"—done as a Modern Medicine Politz study on advertising effectiveness. We will make copies of it available, but the conclusions are very revealing, I think.

The magazine was interested in determining, for understandable reasons, was what it would be possible to learn—about the effects of ads for some selected drugs, that were not being actively detailed, and had not been for some time, and for which there were no mail campaigns going on, and which had not been going on for some time. They set up a control study to determine the effect of eight ads for eight products, and that is what the basis of this study was.

Now, among the effects and the results they found was that the "belief in excellence" of a product was increased 18 percent by the very simple one or two page black and white or color ads used in this study; and that, as to that most important parameter of effectiveness, the increase in that "intent to prescribe" was of the order of 21 percent. All this from a very small ad, for only six consecutive issues in the Modern Medicine magazine, and in no other journals.

There are numbers of studies like this which show that even the effect of journal advertising alone is quite substantial in leading physicians to change their prescribing habits.