

ly 1-25mg capsule of 'Indocin' 2-3 times a day taken with meals—does the job.

If necessary 1 capsule per day may be added at weekly intervals up to a maximum dose of 8 capsules per day.

In acute gout, where speed of relief is urgent, 2 capsules of 'Indocin' t.i.d. may be given until the flare up is controlled.

5. Unlike toxic aminopyrine derivatives or steroids, the side effects of therapy with 'Indocin' are usually minor and seldom constitute a problem. Usually they can be controlled by simple adjustment of dosage.

Like all new agents today therapy with 'Indocin' is contraindicated in pregnancy. Other than that the only contraindications to therapy with 'Indocin' are ulcerative colitis, active peptic ulcer and gastritis. These are not unusual since as you know doctor, even aspirin causes some gastric complaints.

The other side effects are not serious. Some patients on therapy with 'Indocin' may experience headache, dizziness, or lightheadedness, and even some minor G.I. disturbances. This effect can be minimized by giving 'Indocin' with meals. Headaches usually disappear after the patient has had a cup of coffee.

Doctor, clearly 'Indocin' represents a giant step forward in the safe and effective treatment of the misery inflicted by arthritic diseases. I'm certain you have in your practice ten or more patients who right now—today—would welcome the dramatic relief 'Indocin' can afford.

Would you like some starter doses of 'Indocin' for those patients whom you want to start on 'Indocin' therapy today? 'Indocin' is now stocked at the pharmacies in this area. You may prefer to call your prescriptions in right now rather than bother or have the patient come in."

There's a detail that clearly should convince the physician that

Whenever the problem is oppressive joint pain associated with heat, redness, tenderness and swelling.

When the muscles around an inflamed joint are in spasm causing a limitation in motion.

Whether the tentative diagnosis is osteoarthritis of the hip, gout, rheumatoid arthritis, rheumatoid spondylitis, or just plain musculoskeletal aches and stiffness.

For short term use in acute conditions or long term use in chronic diseases.

'Indocin' will afford relief to three out of four patients effectively—with an extended margin of safety—with fewer tablets—at less cost—with less dosage adjustment—and therefore fewer problems for both the physician and his patient than any other currently available product.

Unless you've got a better story put together I would suggest you consider using this one. It will sell 'Indocin'.

BULLETIN No. 84, JULY 14, 1965

To: All Sales Associates in the Western District.

From: H. Glassner.

Subject: 'Indocin.'

Top salesmen reach peak sales ability by training their instincts to think of advantages and benefits. Such men react naturally, instantaneously, and instinctively with maximum selling power to the physicians needs, desires, wants, or fears. Some trainers call this the "hot button approach".

You call on a busy physician. He is thinking about his patients' problems. Only when you give him a glimpse of some advantage he does not now enjoy will he listen.

Charlie Mitchell has done just that with his approach on 'Indocin'. With many years of experience on a regular territory and now with over eighteen months of experience in a specialist-hospital territory Charlie has learned the need for personalizing each presentation. Here are three attention getting hot button individualized approaches he is planning to use.

For the G.P.

Doctor, you do agree that in the treatment of chronic rheumatoid diseases—aspirin is too weak for optimal effect.