

would be a costly step in terms of the loss of communication. Incidentally, I doubt that elimination of the detail man would reduce cost of drugs to patients as much as the cost of merchandise to all Americans would be reduced if there could be a 50-percent reduction in shoplifting.

Senator NELSON. May I interrupt again, Doctor?

Dr. HAGOOD. Yes, sir.

Senator NELSON. We have here a bit of conflicting testimony on detail men, although I would guess from memory that most witnesses have taken the position you have, critical of detail men and some have testified that they made a valuable contribution.

I notice in the Virginia Medical Monthly, volume 94 of February 1967 on page 113, in an article¹ written by you, you stated that:

If the ideal detail man exists he is clearly outnumbered by his imperfect brethren who reportedly interrupt the office routine, parrot stereotyped encomiums, hawk their wares in a truculent manner and talk without listening. This confrontation destroys one thing the physicians want, an opportunity to learn valuable information.

Dr. HAGOOD. What you have said exists in that paper but this is not the entire story there. I am searching here for the—there were other statements in there. In fact 80 percent of the group of people that I interviewed by questionnaire felt very kindly toward the detail man. They wanted to see him continued. Many of them said that his service could be improved, but to say this was a typical statement that has been made by the group is not entirely accurate.

Senator NELSON. I was not trying to suggest that. I was quoting your statement, not the statement of the people you polled. This was a quotation, as I understand it, from your article. It is on page 113 in an article written by you and John O. Owen, Jr., of Charlottesville. In the right-hand column, the bottom one third, this is on page 113. This is a statement which I assume you and Dr. Owen agreed upon in evaluating the detail man.

Dr. HAGOOD. This, I must accept the responsibility for, because my name is attached to this. I would say this simply in the way of explanation, that the writing of this was largely done by Dr. Owen because at that time I was engaged in some other activities, and I simply said to him, "John, if you write this you will have to do it yourself because I am busy at this time." He did send me copies of this for my comments and any corrections, and I must say that this statement here does not now reflect my feeling toward this. Had I, if I had my druthers, I would have done it differently, but nevertheless I wrote it, my name is signed to this. I will have to accept responsibility, but I feel differently.

Mr. GORDON. Dr. Hagood—

Dr. HAGOOD. Yes, Mr. Gordon.

Mr. GORDON (continuing). I notice you quoted a figure of 85 percent of the rural physicians giving the detail man a strong vote of confidence.

Now, in the same paper that the Chairman was discussing we are coming now to the younger doctors, 37.5 percent of the residents, had unfavorable opinions of detail men, and only 3 percent were favorable, and about 60 percent neutral.

¹ See app. I beginning at p. 4789, *infra*.