

(The attachments to Dr. Moser's statement follow:)

TABLE NO. 1.—SOURCES WHICH SERVED AS THE FIRST NOTICE TO DOCTORS OF THE AVAILABILITY OF NEW DRUGS CONFERENCE ON CONTINUING EDUCATION FOR PHYSICIANS IN THE USE OF DRUGS

Source	Percent of doctors naming as first source—		
	Caplow and Raymond	Ferber and Wales	Coleman, et al.
Detail men.....	31	38	52
Medical journals:			
Articles.....	19		
Advertisements.....	6	25	9
Direct-mail advertisements.....	16	19	22
Colleagues.....	14	6	10
Medical meetings.....	7	4	3
Others.....	7	8	3
	100	100	99
Number of doctors answering.....	182	328	87

Sources: Caplow, T., and Raymond, J. J.: *Marketing* 19:18-23 (July) 1954 Ferber, R., and Wales, H. G.: "The Effectiveness of Pharmaceutical Promotion, Urbana, Ill." 1958, p. 22. Coleman, J. S., Katz, E., and Menzel, H.: "Medical Innovation" A diffusion study, Indianapolis, the Bobbs-Merrill Co., Inc., 1966, p. 59.

TABLE NO. 2.—SOURCES WHICH LED TO FIRST USE OF A DRUG

Source	Percent of doctors naming source		
	Coleman and others	Ferber and Wales	Gaffin
Detail men.....	5	21	41
Medical journals:			
Articles.....	42	28	15
Advertisements.....	2		
Direct mail advertisements.....	14	18	26
Colleagues.....	28	13	7
Medical meetings.....	8	4	2
Others.....	1	16	9
Total.....	100	100	100
Number of doctors answering.....	87	328	1,011

¹ Some doctors named more than 1 source. Percentages have been adjusted to 100 percent

² This includes professional journals (21 percent) and periodicals published by drug companies (21 percent).

Sources: Coleman, J. S., Katz, E., and Menzel, H.: "Medical Innovation: A diffusion Study," Indianapolis, The Bobbs, Merrill Co., Inc., 1966, p. 59. Ferber, R. and Wales, H. G.: "The Effectiveness of Pharmaceutical Promotion," Urbana, Ill. 1958, p. 24. "Attitudes of U.S. Physicians Toward the American Pharmaceutical Industry," Chicago, Ben Gaffin & Associates, Inc., 1959, p. C-13.

TABLE NO. 3.—What is the most important source of drug information?

	Percent
Detail men.....	68
Medical meetings.....	35
Journal advertisements.....	32
Direct mail advertisements.....	32
Colleagues.....	24
Journal articles.....	20

Senator NELSON. I would like to ask just one general question about drug combinations which have come into wide use.

We had testimony—and I will just quote a statement or two—from Dr. Calvin Kunin, of the University of Virginia Medical School, before this subcommittee in part 2, page 731 of these hearings:

A careful review of fixed-branded combinations on the market, including combinations of penicillin and sulfonamides, penicillin and streptomycin, tetracycline, and antifungal agents and tetracycline and novobiocin, does not