

APPENDIXES

APPENDIX I

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THE IMAGE OF THE DRUG INDUSTRY, AS SEEN BY TOWN AND GOWN

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Results of a questionnaire with regard to the pharmaceutical industry and products are presented.

During the last several years the pharmaceutical industry has repeatedly made headlines—not always to its advantage. Perhaps for this reason, the Public Relations Section of the Pharmaceutical Manufacturer's Association included in its 1964 convention program a panel discussion on the industry's image in the eyes of the physician. In preparing our independent presentations for this program we distributed two questionnaires: one to 200 general practitioners in the rural areas and small towns of Virginia and the other to the medical students, interns, and residents of the University of Virginia Medical Center. The contrasting responses from the two groups have given rise to some discussion and conclusions which may be of interest.

THE GENERAL PRACTITIONERS' QUESTIONNAIRE

There were five general questions on this list, as follows:

1. What is your impression of the pharmaceutical industry? Why do you have the opinion you have expressed?
2. What influences you to use a drug company's product? Why do you think the influences you have expressed are important?
3. Do you favor the continuing use of the medical service-representatives or "detail men" by the drug companies? Why?
4. Do you think the cost of drugs is too high, too low, or about right? What would you suggest the pharmaceutical industry do to better inform the patients why drugs cost what they do?
5. What is your opinion of the apparently growing practice of physicians gaining a financial interest in pharmacies and drug distribution firms? Why do you have this opinion?

Of the 200 physicians queried, 80 (40%) responded; these 80 resided in 55 of Virginia's 99 counties and had practiced medicine from three to 61 years in offices located either in open rural country or in villages ranging in population up to 4200. In the following paragraphs, percentage figures will be based on the 80 responses.

In reply to the first question, 64 physicians (80%) affirmed that they have a good impression of the pharmaceutical industry, based primarily on the industry's extensive research programs and high ethical relations. Another 9% were non-committal. Only nine physicians (11%) actually criticized the industry because of exorbitant prices, pushy and garrulous detail men, or excessive advertising.

As reasons for using a specific company's product, 40% claimed to be guided mainly by previous results with the product, 33% by the positive influence of de-