

Senator DOLE. In our office, we had a little sign that said, "we shoot every third salesman. You are No. 3." I think we overlook at times the great demands the doctor has or lawyer has or anyone has on his time. Maybe we do not take the time we need to sit around and discuss what we do in the medical field or what we do in the legal field.

That is all that I have.

Senator NELSON. In the Fond du Lac study, sponsored by the AMA, the following question was asked about the source of information about drugs: "Which do you find of most importance to you in learning about new drugs?" Out of 55 doctors queried; 20 of them found the detail men the most important source. We find the advertising, the direct mail, and the detail man the most important sources for 50 percent of the physicians. This is an AMA study.

Mr. GORDON. In the AMA study to which the chairman just referred, there were some higher percentages on specific drugs. For example, on Achromycin; 66 percent of the doctors stated that they learned about the drug from detail men.¹ If you include advertising in medical journals and advertising by direct mail, the percentage would be considerably higher.

In addition, the Canadian Medical Journal in April of 1968 carried an article on this particular problem. The percentage was considerably higher than you gentlemen stated a short while ago.²

Mr. HARRISON. I prefer not to respond without the full information and I have not had an opportunity to read it.

Mr. GORDON. This is an AMA study.

Mr. HARRISON. Yes, we make a great many of very qualified studies and I have not read them all prior to coming here.

Senator HATFIELD. May I ask a question here? I think we are getting hung up on semantics. May I speak for a moment as a former educator. The word "learning" I do not believe in my own definition carries with it necessarily action. It may be in terms as related to medical profession as prescribing medicine. I could say that learning may very well be used here, regarding a man responding to such a question, as synonymous with introduction. When one learns about something, one is introduced to something, one becomes aware of something. My question now is to Dr. Parrott as a practicing physician. Does this mean that once someone is introduced to a physician as a new drug by an advertisement or he becomes aware of a new drug that he automatically goes out and prescribes it?

Dr. PARROTT. No, not at all. Actually, Senator Hatfield, there is a game here played by the detail men. Of course, they are also trying to identify their product. Now, I do not want to open this business of generic versus brand name, but this is part of the detail game. It is accepted, it is a way of life, it is the way this country lives in all fields. If advertising were done away with tomorrow, then I think we would do away with the great benefit that this country enjoys from the interrelationships of different ways of making a living. Now, I would agree entirely that what the physicians mean when they say they became aware that a product was on the market, they may have learned of it from the detail man. But certainly with respect

¹ The precise question asked in the AMA study was: "Where did you happen to get the information about Achromycin which led you to prescribe it?" See p. 5904, this volume.

² See Appendix IV, pp. 5739-5746. See also Appendixes VIII to XII, pp. 5771-5919.