

TABLE VII.—ASSESSMENT OF DETAILMEN

Attribute	Poor (percent)	Fair (percent)	Good (percent)	Excellent (percent)	Total answers
Personality.....		14	74	12	519
Reliability.....	5	30	56	9	504
Honesty.....	2	30	60	9	503
General knowledge.....	11	56	32	2	506
Knowledge of drugs.....	13	50	34	3	513
Usefulness.....	18	41	38	3	509

Question 8.—Have you ever reduced or stopped your use of a drug manufacturer's products because of what you believe to be misleading or objectionable advertising in any form (i.e. include impressions made by drug detailman)?

In their answers to this question there was a marked divergence between specialists and general practitioners, but the reasons for this are not known (Table VIII). In any case, it is significant that almost one-half of all doctors replying stated that they had reacted in this way to misleading or objectionable advertising.

TABLE VIII.—INFLUENCE ON PRESCRIBING PRACTICES OF OBJECTIONABLE ADVERTISING

Choice of answers	Yes (percent)	No (percent)	Total answers
Specialists.....	39	61	263
General practitioners.....	59	41	248
All doctors.....	49	51	518

Question 9.—Do you think there should be a regular publication by an independent medical body, giving practical and unbiased guidance on new drugs?

An overwhelming majority (94%) of doctors replying thought that there should be such a publication (Table IX).

TABLE IX.—DESIRE FOR INDEPENDENT OPINION ON NEW DRUGS

Choice of answers	Yes (percent)	No (percent)	No opinion (percent)	Total answers
Specialists.....	94	4	2	269
General practitioners.....	92	6	1	249
All doctors.....	94	5	2	524

The need for such information was recognized by the Royal Commission on Health Services. (5) One of their recommendations (No. 62) was that a National Drug Formulary be prepared, issued and maintained on a current basis. "This Formulary would include only those drugs which meet the specifications of the [Food and Drug] Directorate. . . ." "There should be established . . . an Information Service which would issue periodic bulletins providing the latest information on drugs and drug therapy to physicians, pharmacists and hospitals." Whether a Canadian Drug Formulary can be produced and kept up to date is questionable, but there are several currently available publications which do give information on the newer drugs. (6-10)

Question 10.—Are you familiar with *The Medical Letter*?

It appears that somewhat more general practitioners than specialists are familiar with and use this publication (Table X). Analysis showed that of the 79 specialists who stated that they read it "regularly" or "often," 28 were specialists in medicine, 11 in psychiatry and 8 in obstetrics. The proportion of psychiatrists who said that they read this publication is relatively high and may be another reflection of their current interest in drugs.