

on detailing, house organs, other direct mail and the medical journal as advertising media; attitudes of physicians toward Council Acceptance; JAMA as an advertising medium; the Pfizer Spectrum insert; physician ratings of the nine AMA special journals; and attitudes of physicians toward some JAMA editorial and advertising policies. Designed as it was, it was necessarily more broad than deep.

#### Deciding on Another Study

Throughout 1954, discussions were held on the advisability of designing another study to serve as the basis for a second series of mailing-pieces by the AMA to the pharmaceutical industry. The most promising topic for intensive and thorough exploration was the pay-off question of "How Physicians Learn About New Products."

This question is a vital one, since the pharmaceutical industry annually spends around \$130,000,000 a year with almost no factual knowledge on which to base the allocation of this huge expenditure.

#### The Proposal on the Fond du Lac Study

In September 1954 we submitted a "Preliminary Proposal" for an Intensive Study of the Marketing of Some Pharmaceutical Products in a Single Marketing Area" to Mr. Gardiner and Mr. Lyon of the AMA Business Office.

#### The Objectives As We Started Out

The objectives of the study, as far as the pharmaceutical advertisers was concerned, were given as follows:

"To uncover, in as much detail as possible, all relevant facts which have a bearing on the sale of a particular brand of the selected new and established products over competitive products, in this specific market. In other words, we will study the factors which have motivated the physicians to prescribe the specific drugs they prescribe; the factors which have motivated the pharmacist to stock the particular drug and competitive ones; the factors which have influenced the hospital in selections of specific drugs to use; and how much each of these three groups influence each other; and the relative weight of the influence of each upon each other.

"Among the specific influences upon the doctor, the pharmacist, and the hospital, we will attempt to study the part played by the commercial communications channels; detailing, direct mail, and medical journal advertising; and the relative influence of the professional channels; journal articles, medical society papers, hospital news, word of mouth, etc.

pps. 1 and 2

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