

Eight Approaches

The proposal then recommended developing a series of separate drug case studies, with the marketing of each product studied from eight separate approaches:

- (1) the marketer and the program which he developed for the drug
- (2) the detail man and what he did in the specific market
- (3) the sales audit to enable us to trace prescriptions to specific individual physicians
- (4) the pharmacist, and his comments, criticisms and suggestions on the product marketing
- (5) the influence of the hospital on the marketing of the products
- (6) the influence of the local medical society on the marketing of the product
- (7) the influence of the clinics on the marketing of the product
- (8) the influences acting on the physician: "Intensive interviews with the physician -- possibly a series of interviews will be required -- will uncover in as much depth as possible the various factors which have influenced the physician in his personal use and prescribing of the products. Among these influences will be the formal ones -- the detail man, direct mail advertising and journal advertising. There will also be the informal influences -- word of mouth comments of other physicians, hospital staff meetings, etc."

The Objectives As We See Them Now

In retrospect, now that the Fond du Lac Study is completed, we feel that we have more than accomplished the original study objectives. It has been the most complex study we have undertaken, both because of the ambitiousness of our goals and because of the tremendous amount of data of all kinds which we accumulated, which have required months of study.

We would now add the following objectives to the list of those we contemplated originally. To describe the marketing of new pharmaceutical products from two points of view -- from the viewpoint of the new product and from the viewpoint of the market. To determine as far as possible why and how the reception given different types of pharmaceutical products differs so widely. To analyze why a certain few doctors account for the bulk of the prescriptions for one drug and another group for the bulk of prescriptions for another drug.