

13. On the third page of the booklet there is a list of 15 medical publications. Which of these do you happen to receive?

AMERICAN JOURNAL OF MEDICAL SCIENCE
AMERICAN JOURNAL OF SURGERY
AMERICAN JOURNAL OF OBSTETRICS & GYNECOLOGY
ANNALS OF INTERNAL MEDICINE
ANNALS OF SURGERY

ARCHIVES OF INTERNAL MEDICINE
CURRENT MEDICAL DIGEST
G. P.
JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
MEDICAL ECONOMICS

MODERN MEDICINE
MEDICAL TIMES
PEDIATRICS
SURGERY, GYNECOLOGY & OBSTETRICS
SURGICAL CLINICS OF NORTH AMERICA

14. Which of these publications on the list have you happened to read or look through during the last 30 days?
15. From the point of view of usefulness in your everyday practice, which one of these publications on the list do you consider most valuable to you personally?
16. Which publication do you feel most duty-bound to read?
17. Which publication do you enjoy reading the most?
18. You no doubt know that the AMA has discontinued its Council Seal of Acceptance. Do you think they should have dropped the Council Seal, or not?
19. Why do you say that?
20. Do you happen to read the Journal of the American Medical Association regularly -- that is, at least half the issues?
21. Have you noticed any changes in the AMA JOURNAL in the last three or four years?
- 22, 23. (IF "YES"): Were there any changes you especially liked? Which ones?
- 24, 25. Were there any changes you didn't like? Which ones?

Another method many drug firms use to inform physicians about their products are company periodicals, also called "house organs".