

26. On the fourth page of the booklet is a list of eleven company periodicals put out by leading drug firms. Which of these do you happen to receive?

Abbott Laboratories -- WHAT'S NEW
Hoffman LaRoche -- THERAPIA
Lederle -- BULLETIN
Eli Lilly -- PHYSICIANS BULLETIN

Merck -- MERCK REPORT
Parke Davis -- THERAPEUTIC NOTES
Pfizer -- SPECTRUM
Sharpe & Dohme -- SEMINAR

Schering -- MEDICINE IN THE NEWS
Upjohn -- SCOPE
Ciba -- SYMPOSIA

27. Which of these do you usually read or look through?
28. What company do you think usually does the best job on its periodical?

Now for a few questions on direct mail medical advertising.

29. About how many pieces of medical direct mail advertising (other than periodicals) have you received during the last 7 days -- as close an estimate as possible?
30. Of these, about how many pieces have you read or looked at during the last 7 days?
31. Who usually decides which pieces you will read -- do you look them over yourself, or does your girl weed them out first?
32. On what basis are they weeded out -- by company, type of product, sample, appearance, or how?
33. What company do you think usually does the best job on its direct mail?

The last method, though the most expensive, which medical manufacturers use to maintain contact with physicians is the detail man.

34. Do you usually see all detail men that call on you, or do you make it a practice to see only some, or none of them?
35. On what basis do you select those you see?
36. About how many detail men have you seen during the last seven days?
37. What company do you think usually does the best job of detailing?