

Now a few questions on professional meetings.

38. Did you attend the AMA meeting in San Francisco last June?
39. Did you attend the AMA meeting in Miami last December?
40. Do you plan to attend the AMA meeting in Atlantic City in June?
41. How many state medical conventions have you attended in the last twelve months?
42. How many local or county medical society meetings would you say that you attended in the last twelve months?
43. Have you attended any special meetings with other doctors in the last twelve months? What organizations were they?
44. Please turn to the back page of the booklet and tell me which one of these categories best describes your present practice.

FULL-TIME GENERAL PRACTITIONER
 FULL-TIME SPECIALIST
 GENERAL PRACTITIONER WITH SPECIAL INTEREST
 FULL-TIME EMPLOYEE OF COMMERCIAL FIRM
 OTHER

45. What is your speciality?

EYE, EAR, NOSE & THROAT
 INTERNAL MEDICINE
 OBSTETRICS & GYNECOLOGY

PEDIATRICS
 SURGERY
 OTHER

46. Do you hold a certificate from the American Board in your speciality?
47. Are you affiliated with any hospital or clinic? Which ones?
48. Are you a member of the American Medical Association?
49. How many years have you been practicing medicine?
50. And how many years have you been practicing in the Fond du Lac area?
51. What medical school did you attend?
52. Do you expect to be in Fond du Lac most of next month -- June, that is, or are you planning your vacation then? When will you be away?

The Prescription Audits

We retained William S. Apple, Ph.D., Assistant professor of Pharmacy Administration, at the University of Wisconsin School of Pharmacy, to undertake the audits. He arranged to have two graduate pharmacists, Mr. David Sanders and Mr. Robert Hammel who were working on their doctorates in pharmacy administration to make the audits in the 13 pharmacies which were cooperating in the study. They made a selection of competitive drugs in each of the five fields of therapy and completed the audit as their contribution to the study.