

The budget did not allow for doing an audit of the entire year's prescriptions; so that four single weeks equally spaced were covered: beginning May 9, 1954; September 12, 1954; January 9, 1955; and May 8, 1955.

The competitive drugs which were selected for inclusion in the audit are shown here under each of the five which we were studying:

Achromycin

Aureomycin
Chloromycetin
Ilotycin
Terramycin
Tetracyc

Butazolidin

Pabalate
Pabirin
Sodium Salicylate
Sodium Free Pabalate

Furadantin

Mandelamine
Pyridium
Serenium
Sulamyd
Thiosulfil

Pamine

Pamine with Phenobarbital
Antrenyl
Banthine
Banthine with Phenobarbital
Co-Elorine
Prantal
Pro-Banthine
Pro-Banthine with Phenobarbital

Serpasil

Raudixin
Raused
Rauviloid
Roserpoid
Serpasil with Apresoline
Thorazine

We have since learned that some of the above drugs are not comparable and that some others should probably have been included.

For the purpose of the audit, IBM marking sensing cards were used for later punching and tabulating. The audit was made during June 1955.

Informal Interviews with Physicians and Pharmacists

The informal interviews with physicians and pharmacists were completed the last of June and the first two weeks of July 1955 by Mr. William Chappell, research director of Abbott Laboratories, who was interested in observing our methods, and three Ben Gaffin & Associates staff members, Messrs. John Flaherty, Hal Mitchell and Ben Gaffin.

Prior to each interview, the interviewer reviewed the background questionnaire and the prescription audit tabulation report for the physician whom he was going to interview.

To insure comparability of these interviews, a 13-point topic list was developed which each interviewer carried and referred to during the course of the interview. As an experiment, most of the interviews were tape recorded, with the permission and prior knowledge of the physician. These interviews, some of which wandered far afield, were later thoroughly edited in our office and transcribed according to an interview analysis outline. The topic list follows: