

We sincerely believe that you will be helping your own company, as well as the industry as a whole, by cooperating fully. We, on the other hand, will cooperate with you by not revealing anything which might injure your company or its interests.

1. (a) Was this a product of your company's own research, or was it obtained by licensing, purchase, or how?
 - (b) How long a time lapsed from the time you first began working on the idea of this product until you started full-scale marketing?
 - (c) Did you do any marketing research on it -- test markets, sample surveys, etc.? (Please describe)
 - (d) When did you first market the product?
 - (e) When did you begin national distribution?
2. Approximately how much do you figure it cost your company to bring the product to the point of marketing it?
3. (a) What did you consider as the main use (s) for the product at the time you first introduced it to the market?
 - (b) Was this original concept of its uses modified later? (if "Yes") In what way? How did this happen?
4. What was the overall marketing and promotion program you followed in introducing the product to the market?
 - (a) Preliminary sampling or testing -- what, when and estimated cost.
 - (b) Exhibits at medical meetings -- what, when and estimated cost.
 - (c) Detailing -- what, when and estimated cost.
 - (d) Direct mail -- what, when and estimated cost. (Please furnish copies of representative ads)
 - (e) Medical journal ads -- what, when and estimated cost. (Please furnish copies of representative ads)
 - (f) Other -- what, when and estimated cost.
5. What information, favorable or unfavorable, about the product went to physicians through the national professional channels, to your knowledge:
 - (a) Papers or articles in journals -- how many? (Please furnish examples or bibliography, if possible)
 - (b) Papers or articles at medical meetings -- how many? (Please furnish examples or bibliography, if possible)
 - (c) Other -- what, when? (Furnish any materials possible)