

6. (a) In the Fond du Lac, Wisconsin marketing area (Fond du Lac and Chilton), what detail man or men have detailed this product? (names, addresses and phone numbers).
- (b) Would you have any objection to our interviewing this man (these men) on exactly what he (they) did, and when?
7. Our study plan calls for studying the local professional influences, and then informal interviews with each of the 40-some physicians in the Fond du Lac-Chilton area and with the 12 pharmacists there. We will do our best to learn which of the influences directed at the physician and pharmacist concerning your product registered, and which were the major and contributory influences in getting him to prescribe your product (if he does prescribe it). We have started an audit on the sale of your product in the 12 pharmacies in this area, by physician, to learn the relative value of the results of the various influences.

Do you have any suggestions or criticisms which may help to make this study of greater value to you and the industry? If so, what?

Detail Men Interviews

Each of the cooperating pharmaceutical manufacturers furnished us names of the detail man or men who detailed its product under study in the Fond du Lac area from the time the product was first introduced to May of 1955.

We wrote each detail man enclosing an interview outline as well as a list of physicians and pharmacies in the Fond du Lac area to refresh his memory.

At our request, these men telephoned us instead of mailing their replies. These interviews, which lasted from 30 minutes to 2½ hours, were recorded and were later analyzed and typed in convenient form.

These telephone interviews were made the last of July and the first of August 1955.

The questions which we sent to the detail men for discussion over the telephone were as follows:

Detail Men Interview Outline

We are interested in gathering as much factual data as possible about your activities regarding the marketing of the drug _____ in the Fond du Lac area. Your answers, as accurately as you can estimate them, will prove of value to the AMA, the physicians, your company and ultimately to you. All questions refer only to efforts made in the Fond du Lac area.

1. How did your company introduce the product to the Fond du Lac physicians and druggists?
2. When did you begin to detail this drug? Year _____ Month _____?
3. Was much direct mailing done by your company regarding this drug before you began detailing it? After you began detailing it?
4. Approximately how many hours did you spend familiarizing yourself with the drug before you began detailing it in Fond du Lac?