

CHAPTER 2. HOW FOND DU LAC PHYSICIANS KEEP CURRENT ON NEW DRUGS

Physicians in the Fond du Lac area appear to have as wide a variety of information sources about new pharmaceutical products as doctors elsewhere across the country have.

Furthermore, they show as much individuality in choosing among the available sources as other doctors do.

In the background interviews we asked broad questions about which one source of new product information each physician considered to be most important to him, which one of the commercial sources he found to be most worthwhile and which one he considered to be least worthwhile to him personally.

In later chapters of this report we will report also what sources the doctors remember as having first acquainted them with each of the five drugs under study.

Most Important Information Source

Detail men and articles in medical journals are selected by the most physicians in the Fond du Lac area as their most important sources of information about new drugs.

These two sources are named by 20 and 19 doctors each; and no other source is credited as being most important by more than four doctors:

"Which do you find most important to you personally in learning about new drugs?"

<u>Total doctors</u>	<u>55</u>
Detail men	20
Papers or articles in journals	19
Advertising in medical journals	4
Direct mail from drug firms	4
National medical conventions	2
County medical meetings	2
Staff meetings	2
Reference books	1
Post graduate courses	1

The above list is as varied as that found in our national survey in 1953, but by no means exhausts all the possible ways in which doctors learn of new products. The sources which doctors think of as being generally most important are not necessarily the ones through which they learn of every new drug. For example, recommendations of other doctors are often recalled when a doctor reconstructs the history of his use of a particular drug, and one physician credits a pharmacist for telling him of Serpasil.