

Most Worthwhile Commercial Sources

Because many of the sources by which physicians learn of new pharmaceutical products are not under control of the pharmaceutical company, it is desirable to ask the physician to evaluate the commercial sources of information separately.

When the discussion is confined to the commercial sources, detailing is reported to be most worthwhile by about twice as many doctors as name all other methods combined. Every one of the media has the support of at least five physicians, however.

"Of the four sources of information from manufacturers, which one do you find most worthwhile for learning about new products?"

<u>Total doctors</u>	<u>55</u>
Detailing	31
Company periodicals	7
Medical journal advertising	5
Direct mail	5
No choice	7

Conversely, direct mail is reported to be least worthwhile by more than half of the physicians in the area.

"Which do you consider least worthwhile to you personally?"

<u>Total doctors</u>	<u>55</u>
Direct mail	30
Medical journal advertising	16
Detailing	5
Company periodicals	1
No choice	3

Detailing as an Advertising Medium

The large majority of physicians in the Fond du Lac area, 39 of the 55 (or 71%) see all detail men who call on them.

Only two of the doctors say that they refuse to see any detail men and the other 14 are more or less selective about which ones they grant an audience -- most often deciding on the basis of the company represented. The 1953 survey found almost the same situation among physicians nationally, with 74% seeing all detail men.

Some doctors say that they are visited by as many as ten detail men a week, while others willing to see them have none call on them. The most typical number seen in one week is about three detail men.