

"About how many detail men have you seen during the last seven days?"

<u>Total doctors</u>	<u>55</u>
None	6
One	3
Two	8
Three	16
Four	6
Five	9
Six or more	7

Five companies are each named by more than one Fond du Lac physician as usually doing "the best job of detailing": Eli Lilly, named by 9 doctors; Parke Davis, by 8; Abbott, by 5; Hoffman LaRoche, by 3; and Upjohn, by 3.

Comments about Detailing

In the informal interviews many of the doctors elaborated on their opinions about detailing and their attitudes toward detail men, making suggestions as well as criticisms.

Some of the most favorable comments are made by doctors G.P.C., G.P.S., P.T.B., P.T.F., P.T.G., and Eye E.

Dr. G.P.C.: "Detailing is of prime importance. I don't understand the attitude of doctors who push the detail man aside and refuse to listen to him. The detail man is an excellent source on indications and contra-indications, dosages and comparisons between products."

Dr. G.P.S.: "Good, fast detailing is the best means of communicating with us. It's the personal contact that counts. We don't have time to go through the professional literature, and the detail man can provide us everything we need. Of course, his word is likely to be biased and we resent his spending 25 or 30 minutes trying to detail on their entire line. Good detailing should take about 5 minutes and should be a fast summary."

Dr. P.T.B.: "I prefer to learn about new drugs that way. (detailing). The other media are too uncertain and leave it up to the doctor to sort it out. The detail man, on the other hand, is quite careful about what he tells the doctor because of possible repercussions later. Generally, they are quite considerate of my time and will sit outside until I can listen to them."

Dr. P.T.F.: "To me, detailing provides the quickest information with the least effort on my part. I rely on it wholeheartedly."