

Surgeon C.: "I can't always talk to the detail man but just ask him to leave literature on the product in question. Reprints of journal articles and definitely technical material would be a big help."

Fond du Lac area physicians differ among themselves as to the technical competency of the detail man. --

Dr. P.T.A.: "I think of the detail man not as a salesman but more as a friend and educator who can give out technical details."

Dr. G.P.H.: "I regard them as salesmen and not as technical experts. Only one of them around here has a pharmacy background and only one has had pre-med training."

Dr. P.T.H.: "They are primarily salesmen who are trying to push their products, and the stuff they present is primarily advertising and is biased."

Dr. P.T.J.: "If you want my reaction to that, it's this. I may not be scientific enough to go into a lot of details but I like a detail man who comes in and assumes that I know something about his product and that I haven't got a lot of time to waste with him. He will give me the high spots and literature, then get up and go. I don't like to listen to a lecture about drugs."

Dr. Eye A.: "Detail men are salesmen and they are just as good as their sales manager. They apparently do what he tells them to do. They aren't particularly technical and always just study the same literature which they give the doctor and give him a quick summary of it. That helps, because it gives the doctor an idea of generally what the product is. Then, if he wishes he can read up on it."

A most common feeling is that the detail man should not try to high pressure the doctor, as summed up here in this one quotation --

Dr. G.P.I.: "The doctor should not allow the detail man to practice medicine."

Sampling

Every one of the doctors in the Fond du Lac area had received samples of one or more of the five drugs in the study, and all are familiar of course, with the sample method of introducing new products.

No general questions were asked about sampling on the background questionnaire but the subject was discussed in the informal interviews with the doctors.