

Attitudes toward sampling range from strong approval to strong disapproval, with certain pet peeves very evident --

Dr. Eye C.: "Samples are of great value in giving the product a real clinical test, provided the sample package is large enough for a trial. Two tablets of a product strike me as being particularly absurd."

Dr. G.P.D.: "Samples help in becoming familiar with a new product since they enable us to try them on our own to get a direct clinical impression. I do object to being deluged with samples of a wide variety in which I have no interest whatsoever -- such as, vitamins."

Dr. G.P.B.: "Samples from the big houses we use, from the small ones we don't use."

Dr. P.T.G.: "They are a means of trying a new drug product so that if a patient develops an allergy or if the drug is not immediately effective, the patient is not paying for high cost products which are not going to work."

Dr. P.T.C.: "I set the samples on my desk and look at them for a few days until I am familiar with the trade name and the appearance of the bottle or package and know how to spell the name. The literature piles up and gets thrown out, but the sample is likely to stay a little longer."

Dr. P.T.A.: "Samples are a sort of handy thing to have. I give them out often where I know the patient will find it hard to pay for the prescription."

Surgeon C.: "My primary use of samples is for my own family."

Surgeon E.: "I refuse most samples. I prescribe on the basis of laboratory tests or because I believe the drug is the most effective one in the particular case. I would not utilize the samples if I had them."

Dr. G.P.J.: "I don't go much for samples, because I dispense some and it will get patients started on it and I will have to order it. Then I would have to have a regular drug store. I don't hand out any samples for that reason."

Medical Journal Reading

Most Fond du Lac physicians subscribe to more medical journals than they are able to read but each of them manages to look through at least one.