

A somewhat larger number of doctors claim regular readership than report reading a journal within the last 30 days. For comparison with the 35 shown above for JAMA, a total of 41 say that they read at least half of the JAMA issues.

The top three journals in number of mentions as the most valuable are JAMA with 13 mentions, G.P. with 7 and Modern Medicine with 6. The top two for enjoyment in reading are Medical Economics with 17 mentions and JAMA with 10. JAMA is the only publication which as many as five doctors say they feel "duty bound" to read.

Comments about Journal Articles

Speaking broadly, it appears that to many physicians of Pond du Lac professional articles seem to be the most reliable source of new product information -- or that such articles would be the most reliable source if they could be published sooner.

Some doctors will wait for journal publication before using a new drug --

Internist C.: "The most desirable source by far is direct articles in the literature. Ordinarily I will use a new drug only after reading an evaluation by a known authority."

Surgeon C.: "I am interested only in reports on clinical tests as a basis for my decision to use a drug or not."

Dr. G.P. R.: "One good article on a new drug product will do more to convince me that I should try it than unlimited detailing and advertising will do."

Dr. G.O.P. A.: "I will wait for a considerable length of time before trying a product until technical data appears in the journals."

But others feel that they either cannot wait or cannot take the time for professional articles --

Surgeon F.: "Characteristically, I go to the table of contents first and then directly to the article that interests me. Sometimes I search through the literature for technical material, but I know that many physicians do not have the time for that sort of searching. I will trust a reprint of an article more than the literature put out by the pharmaceutical house."

Dr. Eye A.: "Journal articles are the best source of data in the long run. It is a very long time before they are out, however, so the only practical thing is to rely on detailing and whatever other data is immediately available."

Dr. G.P. E.: "I have a conflict here. I trust professional evaluation above any other source, but at the same time I do not have sufficient reading time to dig through the journals."