

Journal articles also come in for their share of criticism --

Surgeon E.: "The value of professional articles hinges directly upon the name of the author and his professional reputation. I have a suspicion of statistics since they can prove almost anything depending upon the way they are applied. This places most professional writings on a par with pharmaceutical house literature and advertising. I would not trust one above the other."

Dr. G.P. H.: "I have one complaint about medical journals and their use of chemical and generic names. The individual physician has to somehow make the tie-up with the particular brand or trade name. This is confusing since a doctor not only has to know that a product is available but where to get it and what to call it. If you prescribe by generic name, the druggist may even call you back to ask for the trade name."

Comments on Journal Advertising

Just as in the case of other media, some Fond du Lac area doctors appear to rely heavily upon advertising in medical journals while others say that they ignore it.

First, some of the favorable comments --

Dr. P.T. A.: "I am truly a cover-to-cover reader of the journals and so I have to read all of the ads."

Dr. P. T. D.: "To me there is no real distinction between the ads in the journals and the scientific articles. I read the journals a lot, so I pick up a good deal of scientific information on products."

Dr. G.P. C.: "I like journal ads -- particularly those with pictures, charts and graphs. An attractive ad helps a good deal to stimulate my interest in a product."

Dr. Eye C.: "The advertising in the professional publications is a more reliable source once a detail man has made me aware of the existence of a product."

Next, some comments about the auxiliary effect of journal advertisements --

Internist B.: "I do not often notice them except for very new products which I have not heard about before. Seeing the ad lets me ask questions of the detail man his next time around."

Dr. G.P. K.: "I read them if they deal with a product I am interested in and which I have heard about somewhere else."

Dr. P.T. G.: "Such ads are a reminder to me, because they raise a certain amount of skepticism about whether a drug will do what it claims to do."