

Comments about Direct Mail

Direct mail has relatively few strong supporters among physicians of the area, but a few do depend upon it --

Dr. G.P. H.: "Direct mail is my first choice. I especially like the small file cards that I can file away for reference. Direct mail is the fastest form of communicating and, I think, the most efficient."

Dr. G.P. E.: "Direct mail is of help as a stimulus to start looking for more complete data. Advertising in general helps me to familiarize myself with new product names and applications. I usually let the mail pile up and then read it all at one time."

Dr. Eye A.: "It keeps me posted but I see only the better stuff -- I mean technical pamphlets containing scientific material. The rest goes in the round file (waste basket)."

Suggestions for improving the impact of direct mail are made by a few physicians --

Dr. G.P. L.: "Repetition of the same material every few days is a source of irritation, not a source of information. It is very wasteful. Direct mail should be attractive, short and concise descriptions of the drug, uses, abuses, cautions, and so forth. Be informative. This probably won't please the ultra-scientific men, but it would certainly help the ordinary practitioners."

Internist B.: "I dislike the flood of mail across my desk. I would rather receive one letter three to five pages long from the director of research for a particular house when a new product comes out."

Dr. P.T. C.: "I will not open or read any mail unless it has a licked stamp on it."

A number of doctors apparently associate direct mail with their waste baskets, as exemplified in this one quotation --

Dr. P.T. H.: "This morning, as an example, I picked up the direct mail at the desk and dumped all of it immediately. It is purely advertising."

Meetings and Conventions

Not counting hospital and clinic staff meetings, physicians of the Fond du Lac area report attending more than 10 professional meetings a year on the average.