

Dr. Eye C.: "I mentioned these two doctors at the clinic for a couple of new drugs, but I don't think of them as really reliable sources as far as learning about all products."

Prescriptions Written

The extent of prescription writing done by Fond du Lac area physicians is subject to the highest individual variation.

For the week preceding the background interviews nine doctors indicated that they wrote no prescriptions, while seven doctors estimated that they wrote more than 100 apiece.

"About how many prescriptions did you happen to write in the last seven days?"

<u>Total doctors</u>	<u>55</u>
Over 200 prescriptions	1
151-200 prescriptions	2
101-150 prescriptions	4
51-100 prescriptions	8
31-50 prescriptions	12
11-30 prescriptions	9
1-10 prescriptions	10
No prescriptions	9

The above distribution is very important because it means that 7 of the 55 doctors wrote almost half of the prescriptions.

Or looked at the other way, half of the doctors, 28 of the 55, accounted for only 10% of all the prescriptions.

Of course, some of the low prescribing doctors do their own dispensing, so that prescription writing does not give full measure of their importance to the pharmaceutical manufacturer. It seems probable, however, that dispensers as a group tend not to use new drugs so readily as prescribers do.

Individual Use of Sources

The following chart lists the 55 physicians in order of the amount of prescribing done and shows usage of the different sources of information by each one.