

LIGHT PRESCRIBERS (11-30 PRESCRIPTIONS WEEKLY)

Doctor	Most important source	Controlled source		Journals read	House organs read	Direct mail read in week	Detail men seen in week	Meetings a year		
		Most worthwhile	Least worthwhile					Local medical societies	State National AMA	Other professional organizations
Int. C*	Jnl arts	Co. mags.	Dir mail	2	0	0	3	9	3	2
Eye D	Jnl arts	Deting.	Jnl ads	3	7	25-49	2	All	3	4
Eye E	Deting.	Deting.	Dir mail	1	6	10-24	3	All	0	0
G.P. J*	Jnl ads	Deting.	Dir mail	1	2	1-9	4	4	1	1
G.P. K*	Jnl arts	Deting.	Dir mail	6	7	0	5	All	2	1
Surg. A	Jnl arts	Deting.	Jnl ads	4	2	1-9	1	All	3	1
P.T. K*	Jnl arts	Deting.	Jnl ads	5	10	50-99	2	All	2	3
G.P. L*	Deting.	Dir mail	Jnl ads	2	8	10-24	8	4	1	1
Spec. C*	Jnl arts	Deting.	Jnl ads	5	9	1-9	3	9	1	1

VERY LIGHT PRESCRIBERS (1-10 PRESCRIPTIONS WEEKLY)

Surg. B*	Jnl arts	Deting.	Dir mail	3	2	0	4	9	0	1
Surg. C	Jnl arts	Co. mags.	Dir mail	4	9	1-9	2	8	2	4
G.P. M*	Deting.	Deting.	Dir mail	3	11	1-9	3	All	2	1
G.P. N*	Deting.	Dir mail	Jnl ads	5	11	1-9	3	2	1	0
Surg. D	Deting.	Jnl ads	Dir mail	3	6	1-9	2	7	0	0
Surg. E	Stf mtg	Dir mail	Dir mail	3	11	10-24	3	5	2	0
G.P. O*	Jnl arts	Deting.	Dir mail	6	11	1-9	7	All	1	0
G.P. P*	Jnl arts	Dir mail	Dir mail	2	3	1-9	0	6	0	0
G.P. Q*	Dir mail	Co. mags.	Co. mags.	3	7	1-9	3	All	1	1
Spec. D	Meetings	Deting.	Dir mail	2	10	0	1	All	4	3

NON-PRESCRIBERS (0 PRESCRIPTIONS WEEKLY)

G.P. R	Jnl arts	Deting.	Dir mail	4	11	100+	4	All	2	3
G.P. S*	Deting.	Deting.	Jnl ads	5	0	0	5	All	4	0
Surg. F	Jnl arts	Dir mail	Dir mail	4	6	10-24	3	All	2	2
G.P. T*	Deting.	Deting.	Dir mail	3	5	1-9	3	5	1	0
G.P. U*	Jnl ads	Jnl ads	Dir mail	1	11	1-9	2	5	2	1
P.T. D	Convtns	Jnl ads	Dir mail	1	11	1-9	4	All	3	1
Eye F	Jnl arts	Deting.	Jnl ads	1	5	0	0	0	0	0
Spec. E	Jnl arts	Co. mags.	Deting.	5	8	1-9	0	All	2	1
Spec. F	Deting.	Co. mags.	Dir mail	1	11	10-24	0	All	2	1

*Dispenses drugs.