

PROFESSIONAL EVALUATION OF SERPASIL (RESERPINE)

Reserpine has been the subject of considerable professional attention since its isolation from the other snake root substances; and a large amount of clinical experimentation has been reported in the literature and at meetings.

At the time of the study, over 200 articles on reserpine had appeared in journals and about 150 papers had been devoted exclu-

sively to it at medical meetings. The product had received mention along with other items in numerous other papers also.

Two meetings of the New York Academy of Science had been devoted entirely to reserpine. Ciba helped finance these meetings, and paid for very widespread distribution of abstracts and a book on the full proceedings.

GENERAL PUBLIC INFLUENCE

The tranquilizing drugs have caught the popular imagination to an unusual degree; and there have been a number of articles in the lay press on "New Hope for the Insane," "Miracle Pills for the Mind," and similar titles.

While such articles have no official status, they unquestionably create interest both in physicians and patients, or relatives of patients. Although physicians frequently complain about the patient who asks to be

treated with a drug he has read about, there probably is no stronger incentive to send them seeking professional information about it.

This public influence is difficult to determine, since physicians would no doubt underrate its importance. We believe, however, that it is a most important influence in the case of many drug products.