

TRANQUILIZER SALES

Hypotensives and tranquilizers have developed a market of respectable size in the Fond du Lac area but are not a type of drug that is prescribed every day by every physician.

For example, 35 of the 55 doctors indicated during the interviews that they had prescribed Serpasil and 39 said they had prescribed Thorazine. During the four weeks when the prescription audits were made, only 26 doctors prescribed any of the seven drugs in this group. They wrote a total of 110 prescriptions selling at \$455. On an annual basis this would amount roughly to 1450 original prescriptions, or a \$6000 market exclusive of refills and direct dispensing.

However, the demand for these products increased substantially during the early part of the audit period.

The number of prescriptions for the seven tranquilizers almost tripled between the May and September 1954 audits and leveled off thereafter.

<i>Week of audit</i>	<i>Original Prescriptions 7 drugs</i>	
	<i>Number</i>	<i>Price</i>
May 1954	13	\$ 48
September 1954	36	150
January 1955	30	144
May 1955	33	113

SERPASIL SALES

During the prescription audit periods, a total of 28 prescriptions for Serpasil were filled for 12 physicians. This was about a third of those who reported ever prescribing it.

The price of these prescriptions was \$102. This means that Serpasil accounted for a fourth (25%) of all tranquilizer prescriptions and for 22 per cent of the dollar volume of original prescriptions. In terms of annual sales this translates into about 365

prescriptions and \$1325 at retail, exclusive of refills and direct dispensing.

Looked at another way, the 55 Fond du Lac area physicians may be considered as representing 1/3000th of all practicing physicians in the country. This market's share of the Serpasil development cost then comes to about \$500 and about \$635 of the first year's promotion. This may be compared with the \$1325 retail sale figure for original prescriptions filled.

CONCENTRATION OF SERPASIL PRESCRIPTIONS

A most remarkable revelation of the prescription audits is the fact that over half of the Serpasil prescriptions during the audit periods were written by three physicians. Furthermore, all 3 of these doctors are full-time internists.

<i>Four-week Serpasil prescriptions</i>		
	<i>Number</i>	<i>Price</i>
Total	28	\$102
Internist B	8	\$30
Internist C	5	20
Internist A	3	14
Nine other prescribers	12	38

The three internists in Fond du Lac thus accounted for 57 per cent of the prescriptions of Serpasil and for 63 per cent of their dollar value.

This finding that Serpasil was predominantly (although not exclusively) an internists' drug in Fond du Lac has important implications for marketing strategy.