SOURCES OF INFORMATION ABOUT SERPASIL

Important differences are observable between the prescribers and non-prescribers of Serpasil in their exposure to information about the product.

In the first place, the great majority of Serpasil prescribers remembered having been detailed on Serpasil, and all but two said that they had received samples of the product. In contrast, fewer than half of the non-prescribers were detailed or received samples.

	Internists	*Other Serpasil prescribers*	*Non-prescribers*
Total	3	32	20
Serpasil discussed by detail men	3	25	8
Serpasil received as samples	3	30	9

Although "other prescribers" of Serpasil most often report that detail men led them to make their initial prescriptions, the internists credit professional sources for theirs.

"Where did you happen to get the information about Serpasil which led you to prescribe it?"

	*Internists**	*Other prescribers*
Total	3	32
Detail men	—	15
Papers, articles in journals	1	10
National conventions	2	3
County meetings	—	3
Direct mail	—	2
Journal advertising	—	1
Staff meetings	—	1
Other sources	—	4

(some physicians named more than one source of information)

Two of the internists were among the early prescribers of Serpasil.

*Accounted for 57 per cent of prescriptions written—and 63 per cent of dollar volume for Serpasil during the prescription audit periods.

"Can you tell me what month you first prescribed Serpasil?"

	Internists	*Other prescribers*
Total	3	32
1953	—	4
January-April 1954	2	4
May-August 1954	1	9
September-December 1954	—	7
January-April 1955	—	8