

GENERAL SOURCES OF INFORMATION

Local Serpasil prescribers place more emphasis on detailing as a source of information about new drugs generally than do nonprescribers.

But none of the internists mentions detail men as his most important source, even though two of them see all detail men who call and the other sees those from the leading pharmaceutical houses.

"Which of these methods do you find most important to you personally in learning about a new drug?"

	Internists	Other Serpasil prescribers	Non-prescribers
Total	3	32	20
Detail men	—	15	5
Papers, articles in journals	1	11	7
Journal advertising	—	2	2
Direct mail	1	2	1
National conventions	—	—	2
County meetings	—	1	1
Staff meetings	—	—	2
Reference books	1	—	—
Post-graduate courses	—	1	—

In fact, two of the internists go against the trend by saying that to them detailing is the least worthwhile commercial medium.

"Which of the four sources of information from manufacturers do you find most worthwhile for learning about new products?"

	Internists	Other Serpasil prescribers	Non-prescribers
Total	3	32	20
Detailing	—	22	9
Company periodicals	—	2	5
Journal advertising	1	2	2
Direct mail	—	4	1
No choice	2	2	3

"Which do you consider least worthwhile to you personally?"

	Internists	Other Serpasil prescribers	Non-prescribers
Total	3	32	20
Direct mail	1	15	14
Journal advertising	—	13	3
Detailing	2	2	1
Company periodicals	—	1	—
No choice	—	1	2