

GENERAL SOURCES OF INFORMATION

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

A TOTAL OF 55 physicians in the study



Journal articles and Journal advertising



conventions



direct mail



detail men



other sources including county meetings, staff meetings

Legend:



Internists (3 internists accounted for 57% of prescriptions written and 63% of dollar volume for Serpasil during the prescription audit periods).



non-prescribers of Serpasil



other Serpasil prescribers