

**INTERVIEW PROFILE G.P. "E"**

G.P. "E" is one of the younger doctors, only recently admitted to practice. He is on the staffs of the hospital and a small clinic. So far, he has attended all local medical society meetings and most conventions at the state level.

He learned about some of the drugs on our list while a resident in training. In fact, he did some experimental work there on one of them. A more-frequent-than-average prescriber, he admits that he is more susceptible to most advertising than many other doctors are. He sees all detail men, uses samples on a trial basis, reads or looks through every house organ that he receives and the direct mail that is more comprehensive than single sheets or cards.

To him, medical journal advertising is the most worthwhile source of information and direct mail the least. His original use of both Butazolidin and Serpasil was impelled by advertisements he read in journals. He receives four of the leading journals, reads all four, and considers J.A.M.A. the most useful to him personally.

As he reconstructs it, he gets his preliminary information on new products from detailing and from direct mail, both of which stimulate him to look for information in the journals. He regards the professional articles as a more certain and accurate check on the products, and he leafs through the journal advertising to remind himself about them. Then comes the first trial during which he prescribes the drug. If the reactions are favorable, he continues to use it.

Because of his relatively recent experiences in training, he also tends to keep close to the recommendations of others on the hospital staff about products they are utilizing on an experimental basis.