

MEDICAL JOURNAL READING

Most Fond du Lac physicians subscribe to more medical journals than they are able to read, but each of them manages to look through at least one.

When shown a basic list of 15 of the more popular medical journals, the physicians reported that they receive an average of about 5 journals apiece, and that they read or look through an average of three each.

"Which of these 15 medical publications do you happen to receive? Which have you happened to read or look through during the last thirty days?"

The response indicates the following number of journals were received and read:

<i>Total doctors</i>	<i>Received 55</i>	<i>Read or looked through 55</i>
	<i>%</i>	<i>%</i>
One journal	4— 7.2	11—20.0
Two journals	1— 1.8	11—20.0
Three journals	11—20.0	13—23.6
Four journals	8—14.5	8—14.5
Five journals	14—25.4	7—12.7
Six journals	6—10.9	3— 5.4
Seven journals	7—12.7	1— 1.8
Eight or more	4— 7.2	1— 1.8

The problem which the busy physician is confronted with in reading his journals is well stated by Part-Time Specialist B, who receives 10 of the 15 journals and gets to read only three or four—

"I lay aside those with particular articles I want to read. Then they pile up in a stack until one day I close my eyes, pick up the stack of books and dump it out."