

FURADANTIN DETAILING IN THE FOND DU LAC AREA

No detail man was assigned by Eaton to the Fond du Lac area until October 1954.

After that, the Eaton representative visited Fond du Lac eight to ten times a year for two days each time. On his first visit he stopped at the largest pharmacy to make an inventory of similar or competitive drugs and left samples.

In order to work efficiently he went through the entire list of physicians in Fond du Lac (he did not visit the surrounding towns) and eliminated unlikely users of Furadantin — such as surgeons, pathologists, radiologists, anesthetists, etc. He further refined his list by including only those whom he expected to be the heaviest users of the drug. These physicians he called upon three or four times to discuss Furadantin. All those on whom he called knew something of the drug already. In his first year in Fond du Lac he spent about 80% of his time pushing Furadantin. This amounted to some 40 hours, only a fraction of his office waiting time.

On each visit he stopped at the pharmacies and at St. Agnes Hospital as well.