

SOURCES OF INFORMATION ABOUT FURADANTIN

The most unique feature of the Furadantin story in Fond du Lac is the apparent influence that other prescribers attribute to Specialist "A."

One prescriber in every three states that Specialist "A" recommended Furadantin to him.

"Where did you happen to get the information about Furadantin which led you to prescribe it?"

21 Furadantin
prescribers

Specialist "A"	7
Detail man	7
Journal articles	6
Direct mail	4
Hospital staff meetings	2
Medical journal advertising	1
National conventions	1
County meetings	1

Specialist "A" himself said that he learned of the drug at a national convention. He was also sampled and later was detailed, too. Internist "A" credited journal articles for telling him of Furadantin. He was never detailed or sampled.

Of the 26 prescribing doctors, 18 were detailed and 17 received samples. Of the 29 non-prescribers, only 9 were detailed and 11 received samples.

Most of the 26 prescribers did not get around to prescribing the drug until the latter part of 1954. Specialist "A" first prescribed it in June 1954 and Internist "A" began using it in August or September of that year.

Other comparisons of Furadantin prescribers and non-prescribers as to source of information are unproductive and will be passed over here.