

NATIONAL PROMOTION OF FURADANTIN

Dollar estimates of the amount of Furadantin advertising and promotion are not readily at hand, but some idea of the cost may be obtained through the indicated use of the various media.

At the time of the study about 150 different pieces of direct mail had been sent out—

12 mailings were made in 1953 to urologists only.

110 mailings were made in 1954 to urologists, pediatricians, and general practitioners.

25 mailings were made in the first quarter of 1956 to the above groups plus obstetricians and gynecologists.

Some mailings were also sent to druggists, technicians, and hospitals.

Furadantin was detailed nationally, although not until October 1954 in the Fond du Lac area.

A sizeable part of the advertising budget was devoted to journal advertising. The 1954 journal schedule is shown here as an example—

American Journal of Medicine	12 insertions
Annals of Internal Medicine	12 insertions
California Medicine	12 insertions
GP	12 insertions
Journal of the A.M.A.	60 insertions
Journal of Urology	12 insertions
Medical Examiner	17 insertions

Medical Times	12 insertions
Modern Medicine	12 insertions
World Medical Journal	1 insertion
New York State Journal of Medicine	12 insertions
Journal of Pediatrics	7 insertions
American Druggist	10 insertions

Samples of Furadantin had been sent to or left with selected physicians—about half (28) of those in the Fond du Lac area recalled receiving samples.

Eaton helped defray expenses of scientific exhibits at four national conventions of urologists and the profession, and at one meeting of the New York Academy of Medicine. In addition, from the introduction of Furadantin up to the time of this study, Eaton had shown commercial exhibits at 66 medical conventions.

SUPPORT FOR FURADANTIN IN MEDICAL JOURNALS

As Furadantin was not as controversial a drug nor perhaps as spectacular as some of the other drugs studied, it hadn't had as many articles written about it.

A professional bibliography starting in 1952 and including some of the early 1955 articles lists 79 papers.

In addition, 13 papers in which nitrofurantoin occupied a major portion of the discussion had been read at medical meetings from 1952 through 1954.

It is probable that there was little public influence brought to bear upon the profession regarding this drug.