

**CORRELATION WITH SOURCES
OF INFORMATION ON FURADANTIN**

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

21 prescribers

7

medical journal articles and advertising

4

direct mail

1

national conventions

7

specialist A*

7

detail men

3

others including county meetings and hospital staff meetings

(Some physicians gave more than one source of information)

***The unique feature of the Furadantin story in Fond du Lac is
the apparent influence that prescribers of the drug attribute to a specialist
(specialist A) in the community.**