

INTERVIEW PROFILE—SPECIALIST B

Specialist B is one of the few Fond du Lac doctors who is on the staff of the hospital only and is not affiliated with a clinic. He has been practicing, wholly in Fond du Lac, for about 25 years. He says that he attends most of the county medical society meetings, a couple of state meetings each year, and every meeting of his specialty group in Milwaukee.

An average prescriber (40 or so prescriptions a week) he has used only two of the five audited drugs, Furadantin and Achromycin. He credits his use of both drugs equally to medical journal articles and journal advertising. He has never been detailed on Achromycin and claims never to have been sampled on any of the five products under investigation in this study.

Specialist B is a staunch supporter of journal advertising and of company periodicals. He subscribes to and reads three journals and says that the company periodicals "are much preferred to detail men." He grants audiences to detail men only when he has "free time—and that is rare."

He reserves his strongest criticism for direct mail, saying that over 90 per cent of it goes into his wastebasket unread. Such mail that he selects to read is chosen primarily by company name.