

COMMENTS ON JOURNAL ADVERTISING

Just as in other media, some Fond du Lac area doctors appear to rely heavily upon advertising in medical journals while others say that they ignore it.

Some of the favorable comments—

Part-time Specialist "A":

"I am truly a cover-to-cover reader of the journals and so I have to read all of the ads."

Part-time Specialist "D":

"To me there is no real distinction between the ads in the journals and the scientific articles. I read the journals a lot, so I pick up a good deal of scientific information on products."

General Practitioner "C":

"I like journal ads—particularly those with pictures, charts and graphs. An attractive ad helps a good deal to stimulate my interest in a product."

Eye Doctor "C":

"The advertising in the professional publications is a more reliable source once a detail man has made me aware of the existence of a product."

Some comments about auxiliary effect of journal advertisements—

Internist "B":

"I don't often notice them except for very new products which I have not heard about before. Seeing the ad lets me ask questions of the detail man his next time around."

General Practitioner "K":

"I read them if they deal with a product I am interested in and which I have heard about somewhere else."

Part-time Specialist "G":

"Such ads are a reminder to me, because they raise a certain amount of skepticism about whether a drug will do what it claims to do."

And some comments from those who accept journal advertising with reservations—

Surgeon "E":

"They are a valuable source, but I resent advertising which is non-professional. What the average doctor is looking for is a drug to do a specific job, so if the advertising gives technical detail without ballyhoo he is satisfied."

Eye Doctor "D":

"It is often too long before definite data are out on a drug so sometimes I try a product from specifications in the ads, but I don't like to do this unless it is not going to be at all risky."

Finally, the inevitable disclaimers about advertising—

General Practitioner "M":

"I never look at the ads too much."

Surgeon "F":

"I rarely look at the journal ads."

General Practitioner "H":

"I never read journal advertising."