

PROFESSIONAL EVALUATION OF BUTAZOLIDIN (phenylbutazone)

Like most of the antiarthritic drugs, Butazolidin has occasional tendencies toward undesirable side reactions in individual cases. The possibility of such limitations in comparison with the marked therapeutic effects has given risen to a large number of professional communications.

At the time of the study, a bibliography was available listing over 500 references to writings about phenylbutazone, or Butazolidin, specifically. These articles, letters to editors, etc. were divided roughly three-to-one in foreign and United States publications, showing the wide interest in this drug.

No estimate has been made of the number of papers presented on this product at professional meetings but it is no doubt substantial.

GENERAL PUBLIC INFLUENCE

Some newspaper publicity had appeared on Butazolidin, but perhaps its most important general public notice was by word of mouth.

It is possible that some public demand was created by its discussion by the American Rheumatism Association.

No public relations program was established.