

BUTAZOLIDIN SALES

During the prescription audit periods, a total of 22 prescriptions for Butazolidin were filled. These prescriptions were written by only six doctors, whereas 22 of them reported that they had prescribed it at some time.

The price of the 22 Butazolidin prescriptions came to \$93, and indicates that prescriptions for this drug were priced higher than for the salicylates (although considerably lower than for the hormonal products). Thus, the Butazolidin prescriptions made up about a fourth (23%) of the total number of prescriptions for the five drugs and two-fifths (41%) of their total retail dollar volume.

In annual sales the above rate of Butazolidin prescriptions translates into about 285 prescriptions and \$1200 at retail, exclusive of refills and direct dispensing.

Or, looked at another way, if the 55 Fond du Lac area physicians are considered to share 1/3000th of the national promotion, exclusive of detailing, then this market's share of the cost projected for the first year might have been about \$150. This may be compared with this later year's retail sale figure of \$1200 for original prescriptions filled.