

GENERAL SOURCES OF INFORMATION

Butazolidin prescribers are almost indistinguishable from other Fond du Lac physicians in their ratings of general sources of information about new pharmaceutical products.

In proportion, they mention detail men and journal articles about as often as nonprescribers do.

"Which of these methods do you find most important to you personally in learning about a new drug?"

	21 Butazolidin prescribers	34 non- prescribers
<u>Detail men</u>	8	12
<u>Papers, articles in</u> journals	7	12
Journal advertising	2	2
Direct mail	2	2
National conventions	—	2
<u>County meetings</u>	1	1
<u>Staff meetings</u>	—	2
Reference books	1	—
Postgraduate courses	—	1

However, in their evaluations of the commercial media, Butazolidin prescribers do reveal some differences from nonprescribers.

The prescribers appear to be relatively impressed by commercial sources of information, except that far fewer of them are critical of journal advertising.

"Which of the four sources of information from manufacturers do you find most worthwhile for learning about new products?"

	21 Butazolidin prescribers	34 non- prescribers
<u>Detailing</u>	13	18
<u>Company periodicals</u>	2	5
Journal advertising	1	4
Direct mail	—	5
No choice	5	2

"Which do you consider least worthwhile to you personally?"

	21 Butazolidin prescribers	34 non- prescribers
Direct mail	11	19
Journal advertising	4	12
Detailing	4	1
Company periodicals	—	1
No choice	2	1

The largest prescriber of Butazolidin, G.P. "G," thought that detailing was the most worthwhile.