

INTERVIEW PROFILE, GENERAL OFFICE PRACTITIONER "A"

G.O.P. "A" is one of the older doctors in Fond du Lac—a former surgeon who has now restricted himself to general office practice. He remains one of the more frequent prescription writers, however, and is still a clinic and hospital staff member.

Like many other older doctors, his limited practice permits him to be more active in other professional activities. He attends national A.M.A. conventions, state conventions, county medical meetings and several surgical society meetings as well.

He regularly reads four of the leading medical journals, but he likes JAMA best and considers it the most valuable as well as the journal he feels most duty-bound to read. He says that journal articles are the most important sources of his information about new drugs, and journal advertising gave him the information which led to his first prescriptions of Achromycin. He first prescribed Serpasil after hearing about it at a convention and Butazolidin when a local doctor recommended it to him.

While he sees all detail men who call, he thinks of that method as the least worthwhile of the company media. He says that he teases them a little bit each time but he resents those who try to push their products too hard.

He reads about half of the house organs and very little of the direct mail that is sent to him. Once in a while a piece will catch his eye, usually because it reminds him of something from his earlier days—then he will save it.

He will seldom prescribe a new product but relies on his old stand-bys until sufficient technical data has been collected to indicate a desirable reason to make the change. He will wait a considerable time until definite, technical data does appear in the journals.