

ACHROMYCIN DETAILING IN THE FOND DU LAC AREA

The report of the Lederle detail man indicates how intensive the detailing on Achromycin was:

He had some 300 doctors in his territory and managed to see 150 or 160 of them a month, giving the heavy prescribers the most attention. Thus, he saw some doctors three times a month, some once a month and some just once in a while. He visited the largest volume druggist every week, the least busy one once a year. He spent a day a week in Fond du Lac and one day a month in Chilton.

On his first visit for Achromycin, he checked with the pharmacies to make certain that they had received their initial supply of the 250 mg. capsule.

Later, when other Achromycin products were added to the line, he used different methods of detailing for different doctors. With one doctor he would show the capsules and tablets and leave samples of them. As new dosage forms were introduced he might concentrate on the cherry flavored oral suspension and leave a sample of that. If one doctor showed little interest in a particular product form, the detail man would show him another. In most cases he found that the doctors already knew of Achromycin from journals and direct mail.