

BROAD SPECTRUM SALES

The five broad spectrum drugs as a group had by far the widest usage among Fond du Lac physicians of any drugs studied, both in number of prescriptions written and in dollar volume.

During the four prescription audit weeks, for example, 41 of the 55 physicians each wrote prescriptions for one or more of the five antibiotics. On an average, these prescribers wrote $3\frac{1}{2}$ broad spectrum prescriptions a week, at a cost to their patients of about \$4.40 a prescription.

On an annual basis, this would add up to about 7500 original prescriptions and \$33,000 for the Fond du Lac market alone, exclusive of refills and direct dispensing by physicians.

Demand for drugs in this group was well established in May 1954, at the time of our first prescription audit.

Sales continued at a fairly steady rate except for a spurt in the winter months, as represented by our January audit week.

Week of audit	Original prescriptions 5 drugs	
	Number	Price
May 1954	129	\$504
September 1954	128	\$632
January 1955	202	\$841
May 1955	118	\$567

ACHROMYCIN SALES

Achromycin is a very broad-based drug, and 50 of the 55 doctors reported having prescribed it. The only physicians who did not were two EENT men, an anesthesiologist, a radiologist and a pathologist. During the four audit periods 260 prescriptions were filled in the Fond du Lac area over signatures of 33 physicians—an average of two a week per prescriber.

The total price of these Achromycin prescriptions was \$1224. This figure represents almost half (49%) of the total for the

broad spectrum drugs. Annual projection of these figures adds up to 3400 prescriptions and \$16,000 at retail for Achromycin alone—again not counting refills or direct dispensing.

The Fond du Lac area's pro rata share of the first year's advertising budget for Achromycin would have amounted to about \$850. This means that despite the heavy promotion in total dollars the Achromycin campaign was relatively inexpensive.