

SOURCES OF INFORMATION ABOUT ACHROMYCIN

Three out of five Fond du Lac doctors said that the Lederle detail man was instrumental in getting them to prescribe Achromycin.

Forty-seven of the 55 doctors recalled having been detailed on the drug and 30 of these said that they prescribed it based on information which he gave them. All five of the heaviest prescribers said that the detail man got them to prescribe Achromycin. Incidentally, only four doctors indicated that they received no Achromycin samples.

"Where did you happen to get the information about Achromycin which led you to prescribe it?"

	<i>5 heaviest prescribers</i>	<i>45 other prescribers</i>
Detail man	5	25
Journal articles	1	11
Direct mail	—	5
Journal advertising	—	4
Other physicians'		
recommendations	—	3
National conventions	—	1
County meetings	—	1

(some physicians named more than one source of information)

Evidence of the quick acceptance of this drug is the fact that 32 of the physicians who prescribed it said they had used it within the first two months after its release.