

INTERVIEW PROFILE—PART-TIME SPECIALIST "E"

P.T. "E" is one of the heavy prescribers, writing more than 100 prescriptions a week. He has been practicing medicine for more than 20 years in Fond du Lac, and is on the staff of the hospital as well as being active in one of the smaller clinics. He seldom if ever attends any national conventions or meetings of other doctor groups, but is present at most local medical society meetings and attends some state medical conventions.

This doctor professes to pay little attention to pharmaceutical promotion, admitting detail men from only three or four of the larger companies and discarding all direct mail and most house organs.

When pressed to name the most worthwhile source of information from manufacturers, he chooses company periodicals. However, he does not mention this source for either of the two audited drugs which he has prescribed.

He considers that papers and articles in medical journals are the most important means of his learning about new drugs. And, although he rates medical journal advertising as not very worthwhile, he credits such advertising with causing him to write his initial prescription of Achromycin. He takes six of the leading journals and reads three of them, including J.A.M.A., regularly.

He is one of the few doctors who admit that pharmacists may be an informative source. In fact, a local druggist first suggested that he use Serpasil.