

PAMINE DETAILING IN THE FOND DU LAC AREA

It was necessary to interview three different Upjohn detail men to learn just how Pamine was detailed in this area because one man is assigned to Fond du Lac and another to Chilton and there had been a replacement.

The original representatives each had spent about 16 hours studying the drug, half of this time in group lectures.

The Fond du Lac detail man spent one week of each month there, and estimates that the equivalent of a full two weeks was devoted to Pamine although he details more than one item at a visit. He would spend about five minutes talking about the drug with a physician and approximately two minutes with a pharmacist.

The original detail man for Chilton spent as much time at the two pharmacies as he did with the five physicians there. He divided his time about 20 to 30 minutes with each pharmacist and 5 to 15 minutes with each physician. He was in Chilton one day every month and called on every doctor and both drug stores each time. He accomplished his detailing of Pamine there the first day that he worked on it. He did mention it later but did not have to go into elaborate detailing of the drug and its uses.

As he recalled it, the physicians were not conversant with the drug before he introduced it, but the pharmacists had read about it in their journal.

The replacement detail man confirmed that Pamine was known to the Chilton doctors when he took over although he refreshed their memories when needed.

Both of the Chilton representatives mentioned that they thought technical reprints on Pamine had been most effective in getting Chilton doctors to utilize the drug.