

INTERVIEW PROFILE - INTERNIST "C"

Internist "C" is a young doctor who has been practicing medicine only a few years. He is on the staff of the hospital and a clinic, attends all county medical society meetings, a monthly conference in Oshkosh, some state conventions, and other special meetings.

The most significant attitude of Internist "C" is his heavy reliance on medical journals and his complete rejection of direct mail. He throws out everything that looks like advertising whether it is house organs or other pieces.

He does talk with all detail men who visit him and considers detailing of some aid to him, although he says that detail men merely repeat what they have memorized and really add nothing that is not in the literature. He accepts samples and will use them, particularly for patients whom he knows cannot afford expensive prescriptions. Sometimes detailing and sampling give him the final push which encourages him to try a product at a particular time.

He places strong emphasis upon the desirability of direct articles in the literature, and states that ordinarily he uses a new drug only after reading an evaluation by a known authority. He does not trust clinical tests reported to him by detail men since he does not know the doctors that they quote or their reputations.

He states that he was led to prescribe four of the five audited drugs from information given in journal articles. The fifth one, he first used after learning about it at a medical convention. He receives a number of medical journals and reads those on internal medicine most thoroughly.