

PHYSICIAN COMMENTS ABOUT JOURNAL ARTICLES

Speaking broadly, it appears that to many of the physicians in Fond du Lac, professional articles seem to be the most reliable source of new product information—or that such articles would be the most reliable source if they could be published sooner.

Some doctors will wait for journal publication before using a new drug—

Internist "C":

"The most desirable source by far is direct articles in the literature. Ordinarily I will use a new drug only after reading an evaluation by a known authority."

Surgeon "C":

"I am interested only in reports on clinical tests as a basis for my decision to use a drug or not."

G.P. "R":

"One good article on a new drug product will do more to convince me that I should try it than unlimited detailing and advertising will do."

G.O.P. "A":

"I will wait for a considerable length of time before trying a product until technical data appears in the journals."

But others feel that they either cannot wait or cannot take the time for professional articles—

Surgeon "F":

"Characteristically, I go to the table of contents first and then directly to the article that interests me. Sometimes I search through the literature for technical material, but I know that many physicians do not have the time

for that sort of searching. I will trust a reprint of an article more than the literature put out by the pharmaceutical house."

Eye Doctor "A":

"Journal articles are the best source of data in the long run. It is a very long time before they are out, however, so the only practical thing is to rely on detailing and whatever other data is immediately available."

G.P. "E":

"I have a conflict here. I trust professional evaluation above any other source, but at the same time I do not have sufficient reading time to dig through the journals."

Journal articles also come in for their share of criticism—

Surgeon "E":

"The value of professional articles hinges directly upon the name of the author and his professional reputation. I have a suspicion of statistics since they can prove almost anything depending upon the way they are applied. This places most professional writings on a par with pharmaceutical house literature and advertising."

G.P. "H":

"I have one complaint about the use of chemical and generic names. The individual physician has to make the tie-up with the particular brand or trade name. This is confusing since a doctor has to know that a product is available, where to get it and what to call it. If you prescribe by generic name, the druggist may even call you back to ask for the trade name."