

Senator DOLE. With reference to the advertising, your criticism would apply to all contraceptive devices, not just the pill?

Dr. WILLIAMS. If anything, Senator, is advertised to physicians, professional people like that, I am against it, right. But I have not seen that kind of advertising used very much with other drugs. They use fancy displays; they use catch phrases; but they do not appeal to this side of the doctor so much.

Senator DOLE. Which side?

Dr. WILLIAMS. The side which says go in when the gal is not thinking very well for herself and be sure you leave her a prescription for the pill, because this is when she is most vulnerable.

Senator McINTYRE. Doctor, you are devoting a good deal of attention to the advertising and promotion of the pill to physicians. You say much of this has been misleading, to say the least. Do you know of any studies or surveys which have been done to determine the extent to which physicians are influenced by advertising and promotion?

Dr. WILLIAMS. I think some have been done, Senator, but I am not closely familiar with them.

Senator McINTYRE. Do you know the results of any of these surveys and what they show?

Dr. WILLIAMS. No, sir, I do not; I am sorry.

Mr. DUFFY. Doctor, perhaps I could just ask you a question. Prior witnesses before this committee have indicated in response to questions that a doctor is not fulfilling his professional responsibility when he solely relies on promotional material in determining whether or not he is going to prescribe a drug. You, as a doctor and a lawyer, are, I think, in a unique position to determine whether a doctor is or is not fulfilling his professional responsibility. What would you think of a doctor who prescribes any drug just on the basis of promotional material?

Dr. WILLIAMS. Mr. Duffy, doctors are human, thank God, and sometimes we critics of some of them think they are not human enough. But they are subjected to the same kinds of pressures that the housewife is who goes to the market, that the husband is who goes to buy an automobile. Doctors simply do not have time to analyze all of the data and read all the fine print. Occasionally, of course, many of them will. But I am talking about the average man, and I am not deprecating him by saying this. He has human sensitivities. He is influenced by visual aids and audiovisual techniques as much as anybody.

I am just saying that he will pay attention to properly presented scientific information, but he also is likely to be influenced by this kind of advertising. And I suggest to you that if the drug companies did not think it was necessary, they would not be spending the hundreds of thousands of dollars a year to put it out. They would not keep repeating the beautiful picture here of the mother and the newborn baby time and time again at very high rates in the Journal of the American Medical Association if they did not think it got results.

Promotion of the pill has been facilitated through an unusually broad spectrum of activities and attitudes by many people. The principle that "ethical" drugs are not to be promoted to the public has been breached repeatedly and flagrantly. Salesmen were instructed back in June 1961 in a divisional sales manager's memo from the Searle Co., as follows: