

"The physician wants to be convinced that Enovid is, one, safe for long-term use."

We shall skip down to the other point I have in my paper—excuse me. I am referring to the wrong one. Let me back up.

Well, I cannot put my finger on the exhibit at the moment, but the quotes are accurate. The salesmen were instructed in what was headlined, "Enovid shopping list"—that is, a checkoff list for the detail men. One was:

Ask pharmacist to suggest to his customers and give them names of doctors in area who write for it. Further down the list he was impertuned to do this:

Talk to everyone who will listen and give them the good news that easy child spacing is here.

After the adverse publicity about the pill appeared in August 1962, the salesmen of one company were told in a letter:

"Many people believe that for a certain time period this"—referring to bad publicity—"will definitely slow down the number of requests by patients to physicians for Enovid therapy. As you well know, this is our main and major source of increased and continued acceptance of the drug."

After the adverse—

Senator DOLE. Will you furnish that information for the record?

Dr. WILLIAMS. Yes, Senator. I have it somewhere in my file, but I shall not take time now to put my finger on it.

(The documents referred to follow:)

[From the Searleman, June 1961]

A TIME FOR REAPING—ENOVID 5mg.

(By George J. Striker, Divisional Sales Manager, Chicago Division)

"A Time for Reaping" is the line in a popular hit tune which seems appropriate at this stage of our promotion of Enovid 5 mg. for ovulation control.

Enovid for ovulation control has received tremendous publicity in the lay press and in the most respected medical publications. We also have the help of one of the greatest selling tools we have ever seen; the Enovid Symposium Film.

The time has come when we must ask ourselves, "Are we taking full advantage of this great selling opportunity?"

Check our sales on Enovid and estimate the number of women routinely taking Enovid for ovulation control. Then estimate the potential in our territory and we will find that we have a lot of reaping to do.

It would seem that right now is the time to review our sales story; become more positive in our selling; weed out all the negative points and convince doctors to get patients started on Enovid TODAY.

Let's consider the points that will sell Enovid BIG:

The Physician Selection:

He is probably a G.P. or an Ob. Gyn. specialist seeing young families or mothers.

He is probably recommending some older, less effective method.

He has the practice to start ten, twenty or thirty patients on Enovid.

The Physician wants to be convinced that Enovid is—

1. Safe for long-term use.
2. Effective.
3. Acceptable to his patient; price, convenience, etc.
4. The best method of ovulation control available today.
5. His drug; control of his patient on a month-to-month basis if he desires.
6. Making the role of the physician assume greater importance in family planning according to the wishes of his patients.
7. Giving him a satisfied patient who will appreciate being placed on Enovid.