

8730 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

more effective alternative than oral penicillin G. Except for extrinsic factors such as detail men or company loyalty, V-Cillin K does not seem to be differentiated from or preferred over other penicillin V's and VK's. While V-Cillin K is perceived as being more expensive than penicillin G, it is considered a slightly less expensive penicillin than the new synthetics.

V-Cillin K's most favorable perception of efficacy by favorers was characterized as being "almost like an injection of penicillin—rapid action in 15 to 30 minutes." Most physicians were latently aware of its superior absorption claim, but acted as if this were either not believed or not clinically significant. Even users had difficulty comprehending how V-Cillin K works and how it really is better.

The above characteristics of V-Cillin K attitudes tend to confirm our previous thinking and indicate to us that we have been following the correct course of marketing action which has contributed to the higher V-Cillin sales level. Specific marketing implications are summarized below:

(A) We should continue the strategy which translates higher blood levels into clinical advantages, stressing superior therapeutic response, and suggesting some kind of inevitable functional sequence by which superior acid stability *leads to* better absorption, which *leads to* higher blood levels, which *produces* greater antibacterial activity.

(B) We should continue to position V-Cillin K as a *potent* alternative to penicillin I.M. which is relatively free of risk of anaphylaxis.

(C) Lilly's name and its associations with integrity and antibiotic reliability should continue to be used as major advantages in reinforcing the believability and acceptability of the V-Cillin K product claims.

Senator NELSON. Then on February 15, 1972, marketing letter No. 17. This was sent to the detail men:

Gentlemen:

Re: Mail promotion of Ilosone.

During the month of February, two letters will be sent to each of your key and important G.P.'s, osteopaths, and pediatricians.

The first mailing will stress b.i.d. therapy, the double-strength dosage forms, and the advantages of Ilosone over other erythromycins. A sample request card will be included. These reply cards will be forwarded to you so that you can deliver the samples.

The second mailing will stress the advantages of a twice-a-day regimen and again mention our new dosage forms and the unique features of Ilosone. A business reply card will be included, offering a lossproof key chain (see attachment). The number engraved on each key chain is permanently recorded in Indianapolis. These service items will be forwarded to you for personal presentation to the requesting physician.

We hope this mailing program will help identify or reconfirm earlier identification of physicians in your territory who have an interest in Ilosone and, therefore, represent potential for target detailing efforts.

Very truly yours,

ELI LILLY AND COMPANY.

And the attachment is a key chain.

I ask you, do you think you can compete with that "educational" program?

Mr. SEGGER. I think the answer is, we are going to try.

Senator NELSON. I think the whole educational effort is almost a disaster in the face of detailing and in the face of promotion that is being done by the drug companies. I don't see much success, other than the fact that we are forceably removing drugs from the marketplace. That is one way to keep doctors from prescribing ineffective drugs. But with respect to promotion of drugs for improper use, I really don't think this country is making much headway, do you?