

9064 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

NH71-28-HSR:mc
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Serial

From: Commanding Officer, U.S. Naval Hospital, Camp Pendleton, Calif. 920
TO: Chief, Bureau of Medicine and Surgery (Code 3113)

SUBJ: Command professional relationship with representatives of
pharmaceutical manufacturers; suggested format for

Encl: (1) Photographs of staff attendance at medical exhibits (in duplicate)

1. Background. Detailmen can be of great assistance to the professional staff of any medical activity, but on the other hand they can also be a source of bother if they are not provided with a set of "ground rule" by which to operate. With very few exceptions, "ground rules" are welcomed by the detailmen, as well as by the staff in that product information is passed on smoothly, and at such times as are convenient to all concerned. This hospital has such a set of rules, which have been proved over a period of time, and are submitted as a possible aid to other activities who might find their present system unsatisfactory.

2. Method.

a. All detailmen are required to check-in at the Pharmacy before visiting any other area of the hospital.

b. Explicit instructions are personally outlined by the Chief of Pharmacy Service:

(1) The Pharmacy must be made aware of the items that are to be detailed that day to the staff. In the case of new products, complete literature must be on file in the Pharmacy before any detailing is done. This is to provide a ready reference for the staff should questions arise.

(b) Only a very small quantity of samples are left with the physician. Sampling in quantity is done only with the Pharmacy. This allows the Pharmacy to establish usage rates should the item be requested for stock, and permits a replenishment of the samples should the physician wish to extend his clinical evaluation of an item.

(3) Each detailman is briefed as to the best hours to visit each service, and that he must detail the Chief of Service prior to detailing the individual physicians of that service.

(4) Normally, appointments are not made; however, the Pharmacy does phone an individual physician should the time of the visit be during the busiest hours of his day.

(Published in U. S. Navy Medical News Letter 30 April 1964
Vol. 45, No. 8)