

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 9065

(5) Detailmen are informed as to which days of the week other detailmen are usually on board, to help space out their visits to the hospital.

(6) The Pharmacy maintains a company card file of inquiries and when the detailmen checks in, he is informed of these inquiries and directed to the individual concerned.

3. Hospital Exhibits.

a. Through trial and error, this hospital has developed a method of permitting the various pharmaceutical companies to display the latest trends in therapeutics to the staff of this hospital.

b. To provide a relaxing atmosphere and traffic free space, the lounge of the BOQ was made available for these exhibits.

c. The exhibits are held on the third Tuesday of each month, a day determined to be most advantageous to all. The hours extend from 1100 to 1400, to give sufficient time for all personnel to attend prior to, during, and after lunch.

d. The exhibits are given wide publicity through individual notices to the staff and notices published in the Hospital Daily Bulletin. A form letter is mailed to each of the representatives who normally call on this hospital and others which the command feels could benefit our staff. Because of the numerous medical activities within the Camp Pendleton complex, each is notified monthly of the pending exhibits.

e. Although this arrangement was made primarily for the medical and dental officers, and the pharmaceutical representatives we found that companies with allied products, other than pharmaceuticals, were requesting permission to exhibit their products. In addition, the Nurse Corps officers showed great enthusiasm for the opportunity to procure drug literature and ask questions concerning the problems they experience in their field. Through the visits of the Nursing Educational Coordinator, arrangements were made for non-commercial lectures to be presented to staff personnel by some of the pharmaceutical representatives.

f. The attendance by both the companies and staff has been gratifying. For instance, in November, 28 companies exhibited their products to over 150 officers of the Medical Department.

g. These exhibits have been enthusiastically received by all hands, and letters have been received from all of the companies expressing their gratitude as they felt that our method provided the best format they had experienced for detailing pharmaceuticals.