

9066 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

h. Photographs taken at one of the exhibits are included as enclosure (1).

4. Conclusions.

a. The responsibility for coordinating the relationship of the detailmen with the staff must lay with the Pharmacy.

b. Established ground rules provide a harmonious and beneficial atmosphere for detailing.

c. The exhibit method of detailing takes less of the medical officer's time; he can see 20 to 30 representatives in one or two hours.

d. The set date allows the staff to plan for the meeting.

e. By having groups of medical officers inquiring about items, they seem to stimulate questions they individually may not think of, and hear comments they might not otherwise hear.

f. The procedure allows the medical and dental officers to be selective and see early the representatives who have items in their particular fields of interest.

THOMAS J. CANTY