

knowledge. Also, the regional managers hold regular meetings with their men, and include technical tests and training.

In general, a representative is responsible for calling on and informing about 300 doctors. His year is divided into eight detailing periods. In each period, he handles one main detail and two shorter details, and may in addition deliver samples of certain relatively uncomplicated products, for instance, an antacid preparation. The information he should present is prepared in a booklet under the supervision of the Medical Department. Certain information—for instance, warnings on the side effects and contra-indications which can be encountered with a particularly potent preparation—must be presented to any physician he details.

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Hospitals representatives have similar duties. Our most important hospital products are in the psychotherapeutic area, and these men become very knowledgeable both in the behaviour of the products and in the broader aspects of mental health and mental illness. To support them in their work, the company maintains an extensive film library on these subjects, and also provides a number of other special services, referred to below. Naturally, we expect the reputation of the company as a responsible, service-minded enterprise to assist our men in establishing good relations in the hospitals they visit; we do our best to ensure that this reputation is justified by both the conduct of the representatives and the quality of the services they provide.

In this connection, we would quote from a letter received last year from the superintendent of an important Ontario hospital:

“At a Medical Advisory Board meeting, your hospital representative, Mr. Russell Fraser, made representation to our medical staff which favourably impressed them. As you know, our hospital had made a decision to exclude detail men from visiting physicians and, instead, represent their firm at exhibits in the lounge at the first of the month. In a well-prepared, documented talk Mr. Fraser convinced the Medical Advisory Board of the need for hospital representatives being allowed to see each clinician who wished to see him and, not only that, but caused

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us to re-examine our policy with regard to the exhibits in general.

“It was the final decision of the Medical Advisory Board that we reverse our suggested policy of exhibits and return to our former method of allowing the representatives to visit the physicians who desire to see them. May I also state that Mr. Fraser brought to our attention several points about ethical detailing of which some of us were not aware, and I think this will be to the betterment of relations in general.”

#### *Direct Mail and Samples*

The PMAC presentation reviewed in some detail the uses of direct mail and pharmaceutical samples. Both, we believe, can be valuable, even necessary elements in a marketing program.

Direct mail is a fast means of getting medically controlled information to physicians, including those not visited by representatives. The range of our