

personnel, under the supervision of the Medical Department. In addition, the staff in Montreal can call on scientific information and marketing experience from around the world. Notably, the Scientific Information Department in our Philadelphia headquarters has achieved international recognition from governments and medical authorities.

In all material—detailing instructions, journal advertising and direct mail—we work according to a firm policy of full disclosure. Although some mailing pieces and reminder advertisements cannot, themselves, carry full product information—e.g. detailed statements on dosage and side effects—they draw attention to the need for such information before prescribing, and indicate where it is to be found. The marketing program for each product include literature containing the full information disclosed to and accepted by the Food and Drug Directorate, and our representatives are trained to present a complete and balanced picture. Extensive information about side effects, precautions, contra-indications and overdosage is included in the information on all SK&F products printed in *Vademecum International*, as well as in the new *Compendium* sponsored by the Canadian Pharmaceutical Association. Our 1966 *Vademecum* listings take up 25 pages of the publication, and run from a quarter page to three pages, depending on the nature of the product.

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The extent of the marketing effort required for a particular product is a matter of judgment, based in the first instance on the advice of the Market Research Department. Many factors will influence both the initial plan and subsequent modifications. Our products generally have the therapeutic significance to justify an active program. However, we might introduce a new form of an existing product to meet the requests of a limited number of physicians; this would not call for any special marketing effort. And, on occasion, the product itself may be of restricted application. For instance, we distribute 'Stoxil' aphthalmic solution, which has shown itself valuable in control of herpes simplex keratitis, a rather uncommon viral infection of the eyes. This product was introduced with a descriptive booklet, but we have not maintained any advertising program.

The Market Research Department follows closely the performance of our various products—in relation to competitors within their therapeutic category. Marketing programs are generally developed on an annual basis, and the department will consider at regular intervals whether to maintain, slacken or intensify the effort, and where the emphasis should be placed—on detailing, direct mail, journal advertising, etc. The performance or potential of a product must justify the planned expenditure, and there comes a time in the life of most products when the emergence of new types of therapy renders further expenditure unjustifiable.

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The development of scientific knowledge may also influence the extent of informational activity. For instance, new indications may be discovered. Equally, it is vital to present physicians with full and rapid information about new side effects or contra-indications.