

In addition, it should be noted that the representative branch is not a representative of one specific manufacturer. The branch office performs the business of several manufacturers. Therefore, importance is placed on products with a high margin rate and on commercial products with great demand. The products of several manufacturers are used because the needs of users cannot be met with the products of just one company and transactions are not possible.

In any case, branch offices are important to the manufacturer because they provide sufficient contact with hospitals. It is necessary to recognize and use the features and functions of these agents.

3-5) Correspondence with Hospitals (Commercial Laboratories)

This is a field supervised by the manufacturer (the responsible person in charge of drug information. The user is educated and publicity is given on the commercial products and new products of the company and these activities are performed from use to price negotiations.

There are several negotiating windows on the hospital side, but the areas that directly participate in use are as follow:

- A) Test head: This is the key person controlling use of products and high-ranking supervisors of the test area. However, there are many cases where authority for consumer goods that are used every day, such as diagnostics, etc., is transferred to technical heads who are plant supervisors.
- B) Technical heads: Site supervisors who generalize technology. These are key persons who pay the most attention to the manufacturer and perform actual tests of use of diagnostics, etc.
- C) Chief technicians: Supervisors of each area (biochemistry haematology, etc.). They represents areas of the use of diagnostics, etc., and report to the technical heads. They must have sufficient contact with the DI person.
- D) Supplies and Purchasing: This section is responsible for purchasing products used by hospitals, etc. It is also in charge of diagnostics. There is a particularly strong need for prices, etc. and therefore, there must be sufficient correspondence with the manufacturer. Supplies and purchasing should receive attention in addition to the contact with the test areas.
There are also cases where this area is more important than test areas, depending on the hospital.
- E) Commercial Laboratories: There are sections that are in charge of purchasing in commercial laboratories and these sections are a contact point. It is necessary to follow test supervisors and area supervisors (equivalent to main technicians in hospitals) because evaluation of products and service, etc., correspondence with the plant side are important.