

DEPARTMENT OF BUSINESS MANAGEMENT

Conducted by Paul C. Olsen.*

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POPULARIZING THE PREPARATIONS OF THE UNITED STATES PHARMACOPŒIA (*continued*).

BY PAUL C. OLSEN.*

The promotion problems of proprietary preparations, as contrasted with those of the non-exclusive preparations of the United States Pharmacopœia and National Formulary, are basically different. Because of this basic difference, it is clear, I think, why some retail druggists are likely to interest themselves in promoting individual proprietaries, while others are or should be concerning themselves with the promotion of the sale of U. S. P. and N. F. preparations. This is not because of any merit or lack of merit in either group of preparations; it is simply a result of the greater appeal or practicability of one promotion plan as contrasted with the other, in so far as the situation, talents and inclinations of the druggist are concerned.

What is this basic difference?

The very nature of a proprietary preparation indicates individuality, something which is different, at least in some degree, from all other preparations. In contrast, a preparation of the United States Pharmacopœia or National Formulary is standard, regardless of the particular manufacturer who made it. It is thus apparent that the promotion problem in connection with a proprietary preparation is to get acceptance for it to meet a therapeutic need, which, perhaps, has never been met before, or for which the existing medicaments are not believed to be as effective as the proprietary.

On the other hand, the U. S. P. or N. F. preparation, by its very inclusion in these standards, shows that it already has this acceptance for the therapeutic need it is designed to fill. This means, in turn, that the problem of the individual druggist, trying to promote the sale of U. S. P. and N. F. preparations, takes the form of endeavoring to persuade professional and lay patrons to continue to buy U. S. P. and N. F. preparations. In the preceding articles in this series, I have tried to indicate in as specific a way as possible the means by which this can be done, both among professional and lay patrons.

Stated as briefly as possible, therefore, this basic difference between the promotion problems of proprietary preparations and those of the U. S. P. and N. F. is one of gaining the acceptance of new things as contrasted with promoting the continued use of that which is already accepted. In this connection, it is well to point out

* Lecturer on Business, Columbia University and Philadelphia College of Pharmacy and Science.