

in many respects. Would it not be much better to teach the boys and girls the best methods to pursue in selling one's professional knowledge rather than that of merchandising as practiced at the present time in our courses dealing with commercial pharmacy? Perhaps if such a policy were adopted there would be no need for our present courses in commercial pharmacy; no need for our model drug stores, as such, in our colleges of pharmacy. Perhaps some day there will be established a Chair at one or more of our colleges dealing with "Personal Contact Relations" or a title to that effect.

Let us awaken to the opportunities before us. Let us eliminate our present discussions dealing with chaotic conditions. Let us not look unto the solution of the problem from the angle of so-called commercialism, but let us seek the answer within the Profession of Pharmacy itself—the Theory and Practice of Pharmacy on the highest scientific plane. As yet we have not even scratched the surface in the rough marble that some day will lend itself to a masterpiece—a temple of scientific achievement in American Pharmacy. As yet we go along day by day—just chiseling, chiseling and chiseling.

DETAILING THE DOCTORS.*

BY J. H. WEBSTER.

In the relatively distant past, to the young pharmacist, unbelievably distant, but to the historian, only a few years ago, pharmacy had an intimate bearing to medicine. In fact, from the point of view of medical utility, pharmacy had heavy responsibilities comparable to those of medicine itself. There at least existed a more equal "medical division of labor." As a result, all pharmacists have inherited the birthright of professionalism and along with it multifarious phrases, worn out by common usage, telling of pharmacy as the handmaiden of medicine; the mother of medical science and other equally close relationships. But granted a thoroughbred beginning, our contemporary medical profession of to-day often fails to recognize its relative, discrediting the claims of pharmacy to a deference which a relative deserves. Disowned, disqualified, a brother without a keeper, pharmacy to-day stands alone and struggles alone.

Present-day struggles in pharmacy represent an attempt at adaptation. The relative of medicine must earn a living, and, in doing so, pharmacy has created a distinct place for itself in the world of things. New paths have been followed; new fields have been entered; the druggist became a merchant and then more than a merchant—he has become a chain store director, an expanding business man. To-day the complete modern drug store is a monument to variety, and also to successful adaptation. A place in the world of things has led to a place in the sun and pharmacists are making a satisfactory living; more than a living, a change in the order of the work has brought many desirable changes in the life of the pharmacist, to the extent that many of medicine's relatives would rather remain merchandisers than apothecaries. Like a prodigal son succeeding, the past is buried, in the present success. Led on and on by new worlds to conquer,

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pharmacists are more and more forsaking the ties of the past. A breeding and crossbreeding with business and merchandising have succeeded in significantly diluting the blood relationship with medicine. Pharmacy, in many cases, with each generation becomes more distant to its relative.

In a majority of cases this is true, with a number sufficient to make the condition not only notable but notorious, but by no means in all cases. There is another wing of pharmacy with a different viewpoint. Pharmacy, to them, having the qualities of a religion, has been closely related to medicine, is now and ever shall be. These pharmacists recognize a change in pharmacy but see in that change of the professional relationship with medicine only a metamorphosis and not destruction. "Change means life and life means change." Medicine of the past is different from medicine of the present; pharmacy could not remain static. If pharmacy has lost an intimate relationship to medicine it has been because of a failure in adapting itself to the inevitable changes which have taken place. Such is the viewpoint of this second group; one which points out the need for the pharmacist to discover his changing place in a changing relationship. The pharmacist must question his position. What is the situation in medicine to-day; how can he be useful as he was indispensable in the past? Where is his field and what are its limits? In such observations the thoughtful pharmacist is able to study his position, and by so doing open the door to new opportunities, opportunities beyond those of merchandising.

Playing the part of a questioning pharmacist, we can face these situations which such questions provoke. What is the situation in medicine to-day as it affects the pharmacist? There are certain facts known to us. In the first place, the field of medicine is a tremendously great one; one physician's share of the knowledge is a diminutive one. He is limited by his own capacity and the preponderance of science. Such a fact is recognized by medical men and attested by the specialization with which we are becoming so familiar.

A part of that burden of knowledge carried by the physician is medical therapy, still the method of treatment most commonly used. The administration of medicine represents one of three steps in treatment. It follows the diagnosis and the prescribing which are the most important phases of the cycle as well as the best known to the physician. The physician's training is devoted to the latter two. On the other hand, the pharmacist is skilled in the preparation of medicines and their efficacy; he is a specialist in drugs and medicines by virtue of the four years of training necessary to their dispensing. By all rules of logic, is it not reasonable to conclude that the pharmacist should share the burden of knowledge already hard pressing the physician, by assisting him in medicinal therapy which after all is the pharmacist's field? Can we avoid further concluding that here pharmacy has a usefulness desirable to both callings and most satisfactory to the laity? By the modern instrument of progress, namely specialization, pharmacists, the specialists of drugs and medicines, may work in their own field—and the profession of the past becomes adapted to the present.

So much for the principle behind a procedure already being practiced by the professional wing of pharmacy, namely, the detailing of doctors in utilizing pharmaceutical knowledge. The procedure is sound; it is founded upon reasonable purposes. It is a creator of business and an instrument of professional pharmacy.

A confusing point in detailing is that of the technique whereby the druggist may accomplish most and yet not bore the physician by tales of his own ability and interest in prescription business. To my mind, the U. S. P. and N. F. preparations offer a very desirable background for detailing, eliminating self-praise and obvious self-advertising. By talking to the doctors of pharmacy, of pharmacy's recommendations for the physician's armamentarium, of pharmacy's interest in having the doctor supplied with the most effective medicines—confusion on the point of technique is eliminated. The druggist in speaking for pharmacy is speaking for himself, a live, vital representative part of that kind of pharmacy of which he tells. Thus the doctor is impressed without the resentful tactics of the "best-house," "best-priced" brand of salesmanship.

In detailing the doctors, therefore, an opportunity is available for druggists to awaken new relationships with medicine. Through the medium of U. S. P. and N. F. preparations, that detailing can be effectively accomplished to the advancement of pharmacy and the pharmacist.



Left.—Prof. J. G. Dragendorff in his study. He was director of the pharmaceutical institute of Tartu from 1864 to 1894. He was an honorary member of the A. Ph. A. Right.—Grave of Dragendorff in Rostock, Germany. The monument was erected by students from Russia who studied under him. The inscription on the monument reads "Dorpat 1864-1894." Underneath it reads "Prof. G. Dragendorff, born April 20, 1836, died April 7, 1898. His thankful students in Russia."

The 79th annual meeting of the AMERICAN PHARMACEUTICAL ASSOCIATION will be held in Miami, Fla., during the week of July 28th, 1931.