

FORM 3**UNITED STATES SECURITIES AND EXCHANGE
COMMISSION**

Washington, D.C. 20549

OMB APPROVALOMB 3235-
Number: 0104
Estimated average
burden hours per
response... 0.5**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF
SECURITIES**Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * SCHNELL DEBORAH	2. Date of Event Requiring Statement (Month/Day/Year) 10/19/2003	3. Issuer Name and Ticker or Trading Symbol PDI INC [PDII]	
(Last) (First) (Middle) C/O PDI INC, 10 MOUNTAINVIEW RD		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) EVP Business Development	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street) UPPER SADDLE RIVER, NJ 07458		6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)	Table I - Non-Derivative Securities Beneficially Owned		

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$.01 per share	5,398	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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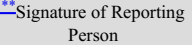
Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Options to acquire common stock, par value \$.01 per share	(1)(2)(3)(4)(5)(6)(7)	(1)(2)(3)(4)(5)(6)(7)	Common Stock, par value \$.01 per share	34,696	\$ (1) (2) (3) (4) (5) (6) (7)	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SCHNELL DEBORAH C/O PDI INC 10 MOUNTAINVIEW RD UPPER SADDLE RIVER, NJ 07458			EVP Business Development	

Signatures

Deborah Schnell	10/17/2003
	Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) Options for the purchase of 2,334 shares are immediately exercisable with an exercise price of \$80.00 and expire on October 26, 2010;
- (2) Options for the purchase of 4,131 shares are immediately exercisable with an exercise price of \$59.50 per share and expire on February 14, 2011;
- (3) Options for the purchase of 8,334 shares are immediately exercisable with an exercise price of \$15.74 and expire on January 7, 2012;
- (4) Options for the purchase of 1,166 shares are exercisable on October 26, 2003 with an exercise price of \$80.00 and expire on October 26, 2010;
- (5) Options for the purchase of 8,333 shares are exercisable on January 7, 2004 with an exercise price of \$15.74 and expire on January 7, 2012;
- (6) Options for the purchase of 2,065 shares are exercisable on February 14, 2004 with an exercise price of \$59.50 and expire on February 14, 2011;
- (7) Options for the purchase of 8,333 shares are exercisable on January 7, 2005 with an exercise price of \$15.74 and expire on January 7, 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.