

Never has it been more important for the medical profession and voluntary institutions to plan and act responsibly in the public interest. Their survival depends on it. Pluralism is the essence of democracy. The strength of this country depends on private initiative and voluntary action. An ultimately monolithic, Federally supported system of medical care is undesirable, but the price of freedom from central control is local, voluntary responsibility to the public interest. Certainly for the future there must be coordination and cooperation of local public and private interests to provide health services of high quality which neither a local public nor a private system has been willing or able to do alone. The medical profession, if one group be singled out, has the power in its hands to maintain the privilege practice of medicine and to preserve voluntarism in hospitals—but only if it is willing to assume broad social responsibility in the race to meet public demand.

More recently recognition of this new and broader view from the insurance industry, *The Evening Star* (Washington, D.C.) on August 8, 1967 quoted James Oates, Chairman of Equitable Life Assurance Society as follows:

... if you are going to be in business for the long term and be effective, then you must invest in the public interest.

In the development of the framework of private and public money and manpower which the nation now applies to the total problem of poverty, the focus has been on the public sector, and mainly on the national front. The central government has provided the sense of urgency, structured much of the action, and supplied most of the money. State and local governments have carried out the programs. In the process, the potential of the private sector, especially the voluntary service component, has been neglected. Yet the private enterprise sector has great potential for serving the public interest and creating social benefit; and it not only can do this at the same time that it pursues its own normal purposes and functions—it has done so. There is no innate conflict between serving the public good and serving the cause of a profit-seeking corporation. C. Peter McColough, President and Chief Operations Officer of Xerox, expressed this pointedly to the Investment Analysts Society of Chicago, April 25, 1967:

Unless our understanding of those variations which divide people is acute and intimate, our goal of joining them more closely, of contributing to their well-being and potential, cannot possibly be realized.

Thus we encourage Xerox people everywhere to involve themselves with issues of importance to them—whether controversial or not, whether international or local, whether political or social We certainly cannot make our decisions on the basis of economic or technological considerations alone

(One of) the cornerstones (to) the future innovative efforts of Xerox (is) . . . the involvement in *community* in its largest sense.

Of course businessmen have always been concerned with and participated in community and civic affairs, and been substantial supporters of private health, welfare, and educational activities. But a new commitment, a fresh vision of the social responsibility of business has shaped up in the last decade. We have entered a new era.

The National Industrial Conference Board reports that *businessmen have doubled their non-profit activity in five years*. In the process, the focus has shifted from simply learning why businessmen should be so involved, through how they could be effective, on to when and where they can be relevantly and responsibly active. What has evolved is the contemporary awareness and concentration on social and economic problems. The key to their participation is "problem-solving."

In a series of articles on "The Other War on Poverty" at the turn of the year William C. Selover, in *The Christian Science Monitor*, reported perceptively on the involvement of the private enterprise sector in independent action to aid the poor. Three of the articles were devoted to business effort in this new role, one to labor's role, and one to the identity and activity of the independent sector as such. Mr. Selover concludes that:

... a new business ethic may be evolving. No longer devoted solely to profit and expansion the business community is becoming socially concerned and constructive.

In the April 3, 1967 issue of *U.S. News and World Report* there was a succinct report on "Business Sets Up Its Own 'Great Society'" which documented the rapidly developing socio-economic role of the enterprise sector:

American businessmen are rapidly changing the concept of their responsibilities in this country. . . . (They) see a big and growing place for their companies