

13652 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

The task of communicating with the well established practitioner is more difficult. Those who are well trained in various major specialities generally keep abreast of new developments in their area of interest and expertise through many of the educational methods previously mentioned. Unfortunately, there is another group of physicians, who because they are either overworked or inadequately trained, find or take little time to read or attend educational meetings, and rely upon ill informed pharmaceutical company representatives and "medical throw aways" for their sources of information. Many of them observe that because of their lack of scientific background and the tremendous burst of new information that they cannot understand and profit from current medical literature. They are thus poorly prepared to accept new research data which are clinically applicable. As a result they are not equipped to be critical of some of the claims by drug companies of the effectiveness of various forms of therapy.

It is difficult for me to envision major corrective measures for this group. Obviously they should be urged to attend post graduate courses in which efforts would be made to bring them abreast of current understanding of disease and therapy. The Academy of General Practice has made efforts to promote such courses. Medical schools, medical societies at local and national levels must share in this educational process.