

13686 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

symptomatic vs. preventive and rehabilitative medicine.

2) The disagreement, wrangling, and finally name calling (scandal, coverup, drughouse whore, etc.) that has developed out of the controversy over one single, though important, aspect of the UGDP study has tended to weaken public confidence in the medical profession and has obscured our ability to perceive the factors of most critical importance to the patient.

The Planning of future randomized, controlled Clinical Trials.

To avoid some of the features which have detracted from the impact of the UGDP I suggest the following:

1) That direct financial support of particular studies by vested interests be avoided.

2) That agreement be obtained in advance regarding both the conduct of the study and the release of data.

3) That the final data and that at any critical point in the study be reviewed by a third party unaware of the identity of the experimental groups.

4) The customary piecemeal process for review and publication of medical work is inappropriate and impractical in the case of a randomized clinical trial which may involve ingrained traditions of clinical practice and academic theory on the one hand and multimillion dollar commercial interests on the other. It seems to me that the first release should be of a full report which vitally interested parties have had an opportunity to review prior to definitive issue.

5) We are entering a period when patients will take a more active role in deciding their own options for treatment of chronic health problems. In parallel with this I hope that we will see informed, cooperative patients in the early stages of their disease or disorder taking part in clinical studies.

6) Medical advertising often tends to neutralize the impact of randomized clinical trials, if the results from a particular product are unfavorable. Our profession has a responsibility to see that advertising accepted for our professional publications does not undermine or weaken the impact of research