

Dr. RHEINSTEIN. Health Learning Systems Inc., an independent producer of media in New Jersey. It is owned by two former program detail men who are very skilled in medical communications. I believe there is a little bit about it here in the testimony.

Senator NELSON. Are they hired by drug companies to put on programs, is that it?

Dr. RHEINSTEIN. Yes, they would work on contracts for anyone who had an idea that they would want to communicate or that they would want to develop the program on particular diseases or particular drugs.

Senator NELSON. Do you have anything else?

Go ahead Dr. Crout.

Dr. CROUT. Because of time consideration I will skip along certain paragraphs and not read the testimony in its entirety.¹

Senator NELSON. Go ahead.

Dr. CROUT. In the discussion to follow, I will present a number of examples of medical communication which will illustrate the problem I have been describing. In some cases these merely present a particular point of view. Other examples will be shown of medical communication which, in my judgment, do not constitute the sort of disinterested, balanced, scholarly products we expect educational materials to be.

I recognize that I have selected these examples to make a particular point. They will show that drug promotion can masquerade as education. I have certainly not attempted to present a full review of all the medical communication sponsored by the drug industry. I am aware of many examples of excellent industry-sponsored materials. Nevertheless, I believe it is inevitable that the educational materials produced by and for an industry with an interest in increasing sales of drugs will, on balance, be biased in a direction intended to promote drug use. The examples presented in this testimony are not atypical and were not difficult to find.

I also believe the growing proportion of medical communication that is supported by the drug industry threatens the integrity of the whole process of postgraduate medical education. I would now like to turn to some examples to illustrate my concerns.

Appendix A is a list of the 28 medical publications having a circulation of 70,000 or more. The list was compiled from the March 24, 1976 issue of Standard Rate and Data Service which contains circulation figures for all major publications. Of these 28 publications, only one, *The New England Journal of Medicine*, is financed to any major extent by subscriptions; 25 of these 28 leading publications are sent to physicians free of charge and are paid for entirely by industry funds.

Senator NELSON. Are these the 28 largest circulation publications?

Dr. CROUT. Yes.

Two other publications, *American Medical News* and the *Journal of the American Medical Association*, are financed through a combination of dues paid to the American Medical Association and by pharmaceutical advertising.

¹ See prepared statement and supplemental information submitted by Dr. Crout beginning at page 14064.