

Only two of the journals, *The New England Journal of Medicine* and the *Journal of the American Medical Association*, are scholarly journals, that is, journals which primarily print reports of original research submitted by the investigator after review by independent expert reviewers. The remainder are publications which the pharmaceutical and publishing industries call "controlled circulation" publications. They are also known popularly as "throwaways". They generally do not publish original work and usually do not have a rigorous review of papers of the type conducted by the scholarly journals. They are sent to physicians, not because they are requested, but simply because the physicians' names appear on mailing lists.

Senator NELSON. You state that these are entirely supported by drug advertising, is that what you were saying?

Dr. CROUT. Or directly by a drug firm, a single firm.

Senator NELSON. What is the total circulation of these 25 that are sent to physicians free of charge and paid for by industry funds. Do you have any notion what that total is?

Dr. CROUT. If you will turn back to appendix A, the distribution figures for each one are listed there.

Mr. GORDON. There are others that are not on this list. Isn't that right?

Dr. CROUT. Yes.

Senator NELSON. This is a list of publications with 70,000 circulation or more?

Dr. CROUT. Yes.

Senator NELSON. So there are a good many others that have fewer than that.

Dr. CROUT. Yes.

Senator NELSON. What is the total number of practicing physicians in this country? Do you know?

Dr. RHEINSTEIN. About 200,000. I say on the order of 200,000.

Dr. CROUT. Practicing—probably 220 or 230 thousand practicing.

Senator NELSON. So some of these publications like the *American Medical News* is going to a number, which is the equivalent of all practicing physicians plus some others.

Dr. CROUT. I assume medical students and others.

Senator NELSON. Please proceed.

Dr. CROUT. Of the 26 leading journals which are throwaways, four concentrate on legal and socioeconomic aspects of medical care. The remaining 22 focus on medical treatment. The medical publications sent to the physician thus constitute a literature overwhelmingly supported by the drug industry.

We have brought with us today a number of examples of these journals. Each one consists of a number of drug advertisements plus a number of articles which appear to be independently written.

It is not easy to assess the scientific quality of the controlled circulation journals. Much of it appears, on its face, quite reasonable, tending to be oriented toward review articles and articles dealing with particular clinical problems, as how to diagnose and treat lower back pain. At the same time, however, I must wonder whether a journal that subsists wholly on sales of advertising space to the drug industry is able to present a skeptical attitude toward drugs in