

name Vistaril is displayed prominently on both sides of the cassette. Transcripts of the excerpts I have just played are attached as appendices D and E.

As another example, Roche Laboratories, manufacturer of Librium and Valium, sends out records of heart sounds in various types of heart disease. The records themselves are excellent and I believe quite useful. Each record is jacketed with promotion for Librium and Valium, interspersed with textual material. The unmistakable impression given is that the presence of heart disease, rather than the presence of anxiety, calls for tranquilizers, despite a fine print disclaimer, "the editorial content of this series is not intended to suggest the use of any specific drug or treatment program."

Our experiences with several organizations which planned to produce a large number of educational materials provide some interesting insights. As an example, 2 years ago, Synapse, a subsidiary of the J. Walter Thompson Co., proposed to produce a series of 48 disease-oriented video tapes to be sold to physicians under the auspices of the American Academy of Family Physicians. The cost of producing each tape was to be paid by a pharmaceutical manufacturer. The first tape was on urinary tract infections and was to contain commercials for Eli Lilly's cephalosporin antibiotics. The advertising agency expressed considerable dismay when FDA ruled that if the products advertised were intended to treat the disease discussed by the tape, then the entire tape would be considered drug labeling. This meant that the content could not deviate significantly from the labeling in the package insert. Synapse's contention was that no company would sponsor such an educational undertaking unless it could be related to one or more of that company's drugs, and, indeed, the series did not go forward. This contention has been repeated over and over again by media suppliers in discussions with the Agency.

Increasingly, pharmaceutical companies are providing continuing education materials for use at hospital staff meetings. These materials generally are produced by independent companies such as Medcom and Health Learning Systems on contract for pharmaceutical manufacturers.

Now let me give you examples of multimedia presentations. In a multimedia presentation a closed-circuit television tape is coupled with a brochure which the physician uses as a self-learning device.

On a positive side, there is the Health Learning System in cooperation with the National High Blood Pressure Education program, the Council for High Blood Pressure Research of the American Heart Association, and the National Kidney Foundation has produced an excellent series of materials on hypertension. The series, called Dialogues in Hypertension was produced under an educational grant from Smith Kline and French Laboratories (SKF), manufacturers of Dyazide, a fixed-combination diuretic indicated for hypertension. Let me emphasize that none of the materials produced were favorable to Dyazide specifically and, if anything, deemphasized the product.

In this instance the educational materials, while industry supported, were under the total control of a Federal-private program of unquestioned independence and prestige which was furthering the widely accepted goal of assuring that more people with high blood