

Mr. GORDON. I understand that expenditures on medical schools per year are a little over \$500 million and that the expenditure by the pharmaceutical industry on advertising and promotion is about twice as much as the money we spend in this country on education in medical schools.

From the material that we have read—we got a figure yesterday from the Library of Congress—annual expenditures on all medical schools in the country was a little over \$500 million.

Dr. CROUT. I am not in a position——

Mr. GORDON. You mentioned \$1 billion for advertising and promotion so that makes it about twice as much.

Senator NELSON. But you are saying that the bulk of the educational information with respect to drugs is sponsored by the drug industry.

Dr. CROUT. Everything provided to physicians is supported by the pharmaceutical industry.

Senator NELSON. You stated that industry-sponsored material now constitute the bulk of educational information encountered by the practicing physician in his practice.

Dr. CROUT. I meant provided. I am sorry. The final version of the testimony says “provided to the practicing physician in his practice.”

Senator NELSON. You have the word encountered. You changed that.

Dr. CROUT. Right. Provided to the practicing physician in his practice.

Senator NELSON. What does that mean—provided to? What are you talking about, something that comes free?

Dr. CROUT. Where his information comes through attendance in hospital seminars, through the mail, through listening to tapes and so on.

The next sentence goes on to say that I think he has other opportunities for postgraduate medical education, including a variety of courses conducted by medical schools, scientific meetings, and the medical literature.

The relative impact of these different educational opportunities on physician behavior is not clear. Physicians are trained to think for themselves, to be critical, and to engage in lifelong learning. I do not consider my colleagues to be pawns of the communications industry. Nevertheless, it is reasonable to ask why our profession should be subject to an onslaught of allegedly educational material, not subject to the kind of independent review given the scholarly medical literature, which is financed by the drug industry, and ultimately paid for by our patients.

My concern, Mr. Chairman, is with this system, because it places the postgraduate education of an entire profession too much under commercial, nonuniversity influence. I believe it is self-evident that the drug industry would not be supporting this field so heavily if it did not believe such support was beneficial to the sale of drugs.

Let me emphasize that, while I have used the words “physician” and “drug industry” throughout this testimony, a similar situation applies to other health-related professions and industries. The postgraduate education of dentists, veterinarians, and pharmacists is also heavily influenced by the drug industry. Nor is this industry alone