

these are normally taped—some comment about a disease entity. But I say that where we could plan, we avoided the connection. And I am pleased to say that our sponsors seemed content with this separation.

Senator NELSON. What is the length of most of these association conferences or conventions? A week?

Mr. RAEBEN. Yes; the major associations tend to gather on the weekend and then people start going home on Thursday or Friday.

Senator NELSON. And could you give us a figure on what the average cost to the drug companies would be for retaining your organization to present the convention and whatever else you present? What would that cost be usually?

Mr. RAEBEN. I would say the services ranged in cost from, in one instance for a somewhat abbreviated version of what we are speaking about, as low as perhaps \$7,000 or \$8,000 up to perhaps as much as \$45,000, and perhaps \$50,000.

Senator NELSON. And that involves the presentation of the closed-circuit television. It does not involve displays or things of that kind, or do you do that, also?

Mr. RAEBEN. No; we do not. It's just the television.

Senator NELSON. Yes; all right, go ahead.

Mr. RAEBEN. Thank you.

The activity I think that we are probably best known for, at least prior to our radio effort, is called the Network for Continuing Medical Education, NCME. This was established in 1965 with the support of Roche Laboratories. This was the first effort in any field to use the emerging video technology for publishing. We employ what we think of as a "journal" concept with three "articles" or programs in each reel. Unlike the way motion pictures have been used, we put forward the notion, which was then unusual, that an audience as small as a single viewer was adequate and that viewing should take place at the convenience of the viewer, not the exhibitor. These ideas I think now seem commonplace.

In 1972, with the introduction of the video cassette machine, a cassette subscription plan was developed. This has enabled hospitals to build their own video cassette libraries and offer them as community resources. Today, all 70 NCME hospitals subscribe, paying \$1,200 to \$1,600 yearly.

Senator NELSON. You say "all NCME." What do you mean "NCME hospitals"? That is just a hospital that subscribes to that service, you mean?

Mr. RAEBEN. Yes, sir, that is correct.

Senator NELSON. You have 700 of them paying \$1,200 to \$1,600 yearly. For that they receive these cassettes?

Mr. RAEBEN. Yes.

Senator NELSON. Does VIS then develop the cassettes? It that it?

Mr. RAEBEN. We do. I was going to get into the process of their development in another moment.

I want to point out also that the remainder of the cost of the service is borne by Roche Laboratories.

Senator NELSON. What do you mean "the remainder of the cost"?

Mr. RAEBEN. The moneys that the institutions pay represents about one-third of the total cost of the service.