

piper may call the tune. That, however, has not been our experience and I hope that my presentation bears this out.

Thank you.

If I might add a comment to my presentation.

Senator NELSON. Yes.

Mr. RAEBEN. It has been difficult to think while speaking, but I have been reflecting briefly over Mr. Gordon's observation that nine of our medical advisors appear to have or have had some relationships to the pharmaceutical industry. Two thoughts come to mind. One is there may be a very considerable difference between having a relationship to an industry and being in some sense controlled by or responsive to it. Again, it is certainly well to look into it. But I think in respect to people we know on the board we have worked with, it would be astonishing for me to discover that they were indeed especially compliant to industry and I think that should not be left as an inference for anyone to draw from that earlier statement.

The other observation is that the board has been assembled by us normally one educator identifying another, saying Dr. Smith is very active in the American Academy of Family Practice and is very interested in continuing medical education. And then we would go see him and ask him if he would be willing to serve. If it turns out that at some time in his career he had done some clinical investigation or something of this sort for a pharmaceutical firm, we have never done the research that the FDA apparently has been diligent enough to do so we would not know that. And I have to say, and again I think our programs bear this out, there would appear to us to be no industry bias in the programing content, and I do think they are the witnesses that the subcommittee should examine with respect to that point.

Senator NELSON. Thank you very much, Mr. Raeben, for taking time to appear this morning.

Mr. RAEBEN. Thank you for having me.

Senator NELSON. We appreciate it.

Our next witness is Dr. Henry Simmons, senior vice president, J. Walter Thompson Co., formerly Director of the Bureau of Drugs in the Food and Drug Administration.

Dr. Simmons, the committee is very pleased to have you take the time to appear this morning and give us your views. We appreciate it.

STATEMENT OF HENRY E. SIMMONS, M.D., M.P.H., SENIOR VICE PRESIDENT, J. WALTER THOMPSON CO., NEW YORK, N.Y.

Dr. SIMMONS. Thank you, Mr. Chairman.

Likewise, I appreciate your invitation to testify today, the subject being the transfer of medical information, or technology transfer, how to bring about appropriate behavior changes in the use of drugs by the public and health professionals, but most specifically, how the tool of social marketing can help bring about necessary improvements in these areas.

We are all aware of the serious problems which today face the health care system. Those include rising costs, quality of care, lack of standards for care, problems in compliance with therapeutic regimens and problems on information and technology transfer. And for the purposes of this discussion, I will consider any useful new medical