

ate change. The Congress can make that obligation explicit and irrefutable by calling for each agency to demonstrate the provisions it has made to market its knowledge. Only then can we achieve a conscionable balance among medical technology, medical practice, the rights of the private sector to promote its viewpoint, agency accountability, and, ultimately, the health of our citizens.

Mr. Chairman, in the final reports submitted by the President's Biomedical Research Panel to the President just recently, which you I am sure have seen or read about. One of the major points they make is that the transfer of technology from whoever has it into the public arena for the public's benefit needs some significant improvements, that transferring technology down to where the rubber meets the road, the actual use by the public, significant problems in that area.

The purpose of my statement is to describe a tool that could be useful to bring that about. I mentioned as examples a major need in this country, the much more successful therapy of hypertension. We have useful drugs. We have a disease that have many millions affected by it. Many are being inappropriately treated. These kinds of techniques are what I am talking about being applied to an area of social need to bring about desired change.

Thank you very much.

Mr. GORDON. How can small business firms take advantage of these techniques in selling its products in competition with larger firms? Is there any way that you can think of that small business firms could do that?

Dr. SIMMONS. They do it reasonably successfully now, Mr. Gordon, when they have a good product. The examples that I would think of would be in the commercial area. You know, you could start back with the Xeroxes of the world. When Xerox started and when Polaroid started, they were not major giants, they were very small. They had something that was seen by society as an advance, as something useful, something that they wanted to use. They used techniques such as this to establish their product and themselves and now they are large.

I am sure it is not an easy process because the noise level in communication is very high. But is doable. And I think we have seen, as I have said, a number of examples in our own lifetime. Some of the small pharmaceutical firms that have developed good products that have gone from very small to having successfully entered the market through the use of these kinds of techniques.

Mr. GORDON. Do you know which small firms?

Dr. SIMMONS. I guess the one that I might think of specifically would probably be the Syntex example, for having developed a very useful class of products, having started as really a very small firm awhile back, now, you know, being recognized, a successful, reputable, useful firm.

Senator NELSON. Thank you very much, Dr. Simmons, for your very thoughtful testimony. We appreciate your taking time to come here to appear this morning.

Dr. SIMMONS. Thank you, sir.

[Whereupon, at 11:40 a.m., the hearing in the above titled matter was adjourned.]