

Ninth: The content be reviewed for accreditation by all of the leading accrediting organizations in that field.

Tenth: Any discussion of drugs be done in fair balance to all drugs in that field.

Eleventh: Both the indications as well as the side effects of all drugs discussed be highlighted in the program.

Senator NELSON. Do you have any examples? You said the indications for the use of the drug and the side effects of the drug are presented.

Mr. CALESA. Yes; that is what I said. Every one of the programs we establish, educational criteria programs, includes every one of these, and I think that Dr. Crout, when he was here, specifically named our program, "Dialogues in Hypertension," which did exactly this. This is only one of the criteria which we feel are essential.

Senator NELSON. Do you have examples of some drugs for which you presented fully the indications for use and the contraindications and the side effects?

Mr. CALESA. Mr. Chairman, every one of our programs, and I would be happy to send you samples of all of our completed material—

Mr. SALTZMAN. If you are referring to full disclosure, we do not get involved in labeling and therefore we do not include all of the indications for all products and all of the side effects of all products. But the editors who control the content list the indications for all of the drugs in the therapeutic field, as well as the side effects for all drugs discussed and programed in that therapeutic field.

Senator NELSON. Would you send us some examples?

Mr. CALESA. We would be delighted to send you all of our material, sir.

Senator NELSON. Thank you.¹

Mr. CALESA. Twelfth: Product advertising not be included in the educational material.

Thirteenth: The material conform as closely as possible to approved package inserts for all products.

Fourteenth: All material clearly identify the medical center and association sponsors, the producer, and the manufacturer providing the educational grant.

And finally, that the manufacturer actively participate in the distribution of the program.

When these criteria are met, we have the basis for achieving a common objective of our organization, academic medicine, organized medicine, the pharmaceutical industry, and the Congress in providing better patient care through education.

Mr. GORDON. Mr. Calesa, may I interrupt for a moment, please?

From the middle of page 5 to paragraph 3 on page 6, as I read it, what you are saying is that the two primary reasons why the industry sponsors these programs are: (1) they produce drugs and they want to inform the physician about their proper usage; and (2) they wish to improve the detail men's knowledge of the products that they are promoting.

Is that not correct? Is that not what you said?

Mr. CALESA. Yes, sir.

¹ Material too voluminous to be printed but retained in the committee files.