

been met. I would like to point out for the record that it was incorrectly stated at these hearings that Health Learning Systems was the producer of a closed-circuit television symposium on diabetes under contract to Pfizer Laboratories.

The question has been raised regarding the extent of industry-sponsored educational material.

We contend at this stage that it is quite small in relationship to their total marketing expenditures. Specifically, from industry-reported sources, the percentage expended for audiovisual presentations was .8 percent in 1972, 1.7 percent in 1973, and 2.1 percent in 1974. This is against a base in 1974 of \$909,534,000.

Mr. GORDON. Mr. Calesa, I think that is not a relevant statement.

The question is what percentage of the postgraduate educational material is industry sponsoring, not what percentage of its advertising and promotional expenditure constitutes the kind of expenditure that you are talking about.

Mr. CALESA. On the next page I go into that. I was just trying to make a point that the amount of total advertising expenditures against a base of \$1 billion is relatively small and insignificant in relation to the total amount of dollars being expended, so that there is not an overwhelming volume of money being poured into this aspect of pharmaceutical marketing. That is the only point I wanted to make.

I said this mainly as a prelude to the next statement that I would like to make, which is that the "Journal of the American Medical Association" publishes an annual report on medical education in the United States. In the most recent publication it listed 4,862 courses from 554 different primary sponsors for the year 1975-1976. The sponsors were medical schools, hospitals, medical societies, and voluntary health agencies, not pharmaceutical companies.

Mr. GORDON. Do you know the percentage, the number of people who are exposed to this type of educational material as contrasted with the university-based medical schools?

Mr. CALESA. I do not have those figures. But I was just going to say that in this issue of "JAMA," whatever facts are available are published in here, and I can send that to you if you wish.

Mr. GORDON. Thank you, but we have that.

Mr. CALESA. I do not know the answer, except for what is in there.

The question has been asked how do we select subjects and physician participants? The answer to that question is that we use our medical faculty of advisors whom we consult with regularly.

In addition to advice from these consultants for selection of subjects, we use the "Forward Plan for Health," published by the Department of Health, Education, and Welfare, and "Health U.S.—1975," Department of Health, Education, and Welfare, and surveys formerly conducted by regional medical programs among physicians. From these sources we select subjects and attempt to obtain funding from the companies who are leaders in the selected field.

Once funded, we approach a medical school, medical school department, or health agency to sponsor the program and determine an appropriate executive editor. The executive editor selects the editorial panel. We make agreements with all of the physicians that editorial content controls rests exclusively with them. They have