

final sign-off on the content before we go into production of any of the materials.

When the content is ready to go into production or during the production, we submit the material to as many reviewing medical organizations as possible for accreditation and/or endorsement.

When the education program is completed, we ask the sponsoring agency to write letters and other materials to create awareness of the availability of the educational program. We then give the completed programs to the pharmaceutical manufacturer who distributes the material, making all physicians aware of its availability and use, at no cost to the hospital, medical society, medical school, or physician.

It is the responsibility of the manufacturer to get the materials to the user and assist in making physicians and allied health professionals aware of the program. The only involvement of the grantor is to determine the media and this is based upon their available budget, pay the bills, and assist in the distribution of the program. This is not true where labeling is to be included with the educational material. In this case, the manufacturer is very actively and directly involved in the content of the educational programs.

We have attempted to work very closely with the Food and Drug Administration in developing our educational programs and for the most part, with the exception of distribution noted previously, we agree with all of their criteria for program development.

Based on what we have described today, we feel that high quality medical education programs can be developed effectively to meet the ultimate needs of the patient. If the Government were the primary source of funding for continuing medical education, Health Learning Systems would attempt to be the producer and would take the exact same approach in producing programs as we currently take if XYZ pharmaceutical manufacturer were providing the grant.

We have had the opportunity to observe dramatic results with our programs. We have received numerous letters of praise from Government officials, from academic medicine, and most importantly, our learners, the practicing physicians, who have participated in and been exposed to the programs we have produced.

On a recent closed-circuit television program which we produced, attended by over 11,000 physicians and allied health professionals, we asked the audience to evaluate the program content. With 1,993 responses, the results were: Met my expectations—99 percent; provided important information—97 percent; provided help for better patient care—97 percent; rated speakers excellent to good—100 percent.

On the closed-circuit television program produced by Health Learning Systems on hypertension which was the basis for producing "Dialogues in Hypertension" for which we were complimented by Dr. Crout, I would like to quote a letter dated January 7, 1974, from Dr. Theodore Cooper, then Director of the National Heart and Lung Institute, to Mr. Robert F. Doe, president of Smith Kline and French Laboratories:

As you are undoubtedly aware, one of the principles of the National High Blood Pressure Education Program is that by combining the resources, and by cooperating with each other, the private sector and the Federal Government