I am not so naive as not to understand that. Neither are you; nor are they. That is their purpose—to infiltrate the whole educational system in order to promote the sale of drugs, at which they have been tremendously successful.

There are some of the finest clinicians in this country testifying that we probably use 4 or 5 times, and some of them have said 10 times, as many drugs as in the interest of the health of the patient. They have already co-opted a good part of the medical profession in terms of their selling them the idea that you ought to prescribe a drug for everything else. How would anybody explain that in some careful studies done by physicians themselves, they find that 95 percent of the doctors are prescribing something for a common cold, and of those, 65 percent is an antibiotic. Since a cold is a viral infection, the target organism is not affected by an antibiotic. Every witness we have had has testified that there is no way to justify the prescribing of an antibiotic for the common cold. Then why were they prescribed? Because the company was very good at selling.

This, it seems to me, is another subtle technique for enhancing their prestige in order to make more acceptable their promotion of their products in other forms and media, through detail men, through advertising in the magazines. Isn't that clearly what is going on?

Mr. CALESA. Well, I would take some exception to that, Mr. Chairman. I would say the following.

First of all, at several hearings here, one of the things I keep reading about in the pink sheet is that pharmaceutical manufacturers are being encouraged to educate and to inform, rather than to promote. I think what we are trying to do is to be the implementer or the catalyst of that kind of approach. I think by virtue of the fact that we can comprehensively package educational material in a therapeutic field, and provide it in a fair and balanced format, and provide it both to the sales representative as well as to the physician, you now have the basis for a better dialog, so that many of the problems that you are describing are not going to occur.

What do you do without it? You just maintain the same basic system that you have expressed concerns about in the past.

What we are trying to do is to step forward. We are trying to say, OK, perhaps there were problems with what took place in the past. Let's now do something about it, and that is what we are attempting to do.

Senator NELSON. I am not commenting on the quality of the work that your group does at all. The tragedy, I think, is that there is a vacuum here. There has been a failure on the part of the medical profession, the medical schools, to provide the continuing education of the physician in an adequate way. So, along comes the drug companies and they say let's jump into the vacuum, which is what they have done. They do not belong there. That is for the medical schools. That is for the scientific community, and in my judgment not for the drug company.

I am not quarreling about your organization and its work at all. I think the great sadness is that there is a vacuum for which apparently some need is supplied by the wrong people. That is all. They are perfectly fine people. They do not belong in the drug education business. That is for the scientific community.