

14040 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

UNIVERSITY OF MINNESOTA
TWIN CITIES

College of Pharmacy
318 Harvard Street S.E.
Minneapolis, Minnesota 55414

February 5, 1976

Jere E. Goyan, Ph.D.
School of Pharmacy
University of California
San Francisco, CA 94143

Dear Dean Goyan:

It is unfortunate that a letter such as this is necessary, but we believe it is long overdue that the students and faculty of your institution should seriously question the continued existence of a pharmacy publication.

Enclosed you will find a copy of the latest issue of Action in Pharmacy. We are confident that you are aware of this type of publication.

The publication presents as facts to the pharmacy students, opinions of its editors and authors who remain anonymous from their articles. It does not fully cite purported references and attempts to manipulate the students into a more "pro-industry" position. It simply is an example of irresponsible journalism.

Not surprisingly, Action in Pharmacy is entirely paid for by Parke, Davis and Company. At one time, it was sponsored by the National Pharmaceutical Council, who ceased funding it two years ago. Is this the type of "educational service" which Parke, Davis and Company should be providing to College of Pharmacy and their students? We believe the answer is a resounding NO!

We hope that you will examine the current enclosed issue, paying special attention to the discussion of formularies, the rational health insurance "information", and to the review of the Wharton School of Business study (page 4).

In many cases this publication is the major source of contemporary pharmacy "information" that your students receive. We are aware of one Dean who refuses to distribute this irresponsible publication. We would further hope that you would take the time to examine this entire situation with the best interests of your students in mind.

Sincerely,

Albert I. Wertheimer, Ph.D.
Associate Professor, Director

Peter A. Parish, M.D.
Hill Visiting Professor

Dale B. Christensen, M.S.
Graduate Fellow

Richard Hammel, M.S.
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Research Assistant

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Enclosure