

14052 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

Local meetings fail to provide national or international perspective.

Upon recognizing this need, Health Learning Systems was organized to act as a catalyst in marshalling the resources and disciplines prerequisite to affecting improvement in patient care through education. The disciplines we integrated in our corporation are the following: First and foremost, medicine to provide selection of subjects, physician participants, content control and accuracy. Second, education to insure the achievement of learning objectives. Third, communications to enhance the speed and accuracy that information could be communicated and provide professionalism and quality in this area. Fourth, marketing to find funding for programs and assist in the distribution of completed programs. Integration of these four disciplines is the basis for producing high quality medical education materials that are up to date, accurate, and professional.

The most important discipline in our organization is medicine. We have developed a medical faculty of more than 400 physicians representing Federal health agencies, medical associations, medical societies, medical boards, medical schools and teaching hospitals from around the world. This is spearheaded by our Medical Director, Doctor Arthur Bernstein, Clinical Professor of Medicine, New Jersey College of Medicine and Dentistry; and Doctor Shervert Frazier, Psychiatrist in Chief, McLean Hospital and Professor of Psychiatry, Harvard Medical School, a member of the Board of Directors of Health Learning Systems. Included in our list of experts from the Federal Government with whom we have worked are Doctor Theodore Cooper, Assistant Secretary for Health, Department of Health, Education, and Welfare; Doctor Donald S. Fredrickson, Director, National Institutes of