

for his patients.

A comprehensive continuing medical education program under the severe scrutiny of medical peer review, which discusses candidly when drugs should and should not be used and criteria for drug selection which includes all major drugs in that field as well as non-drug methods, is a way for industry to fulfill its communication responsibility with the physician.

Additional factors are that the manufacturer is trying to upgrade the level of knowledge of the pharmaceutical sales representative, so a better dialogue can take place between the physician and the representative. This can be accomplished by exposing the pharmaceutical representative to the same educational material that the physician is exposed to.

There are other factors as to why the manufacturer will support educational materials, but the most important is that the manufacturer with high quality products, that have a definite role in the management of patients in a particular therapeutic field, will benefit by providing fair balanced educational material to the practicing physician.

However, since industry was to provide the financial and distribution resources, it was imperative that certain safeguards be built into the educational process to avoid any potential for abuse. It is our unequivocal contention that these safeguards must be under the control of academic medicine through medical peer review and not regulated by any Federal agency or interfered with by the pharmaceutical manufacturer.