

14056 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

We define these safeguards as follows: First, that the educational programs be developed and produced by an independent organization such as Health Learning Systems rather than by the pharmaceutical manufacturer. Second, that the intention of the program is educational rather than promotional. Specifically, we feel that the educational materials should not be exclusively about drugs but rather encompass the entire area of diagnosis and management of a particular disease. Third, that the executive editor and editorial board participants in the program be selected independently of the manufacturer providing the grant. We will accept suggestions from the manufacturer regarding participant selection, but only as it relates to providing a fair balanced presentation. All editorial board participant selections must rest with the executive editor of the program. Fourth, that the editorial board participants include a minimum of four independent participants to rule out bias. Fifth, that the editors selected be eminent in their field, be located at leading medical centers and represent the major opinions in that disease area. Sixth, that the content be completely under the control of the editors and not subject to change by the grantor. Seventh, that the program be sponsored by a prestigious medical school department, health agency, or organization. Eighth, that educational content peer review be provided by a Federal Government agency and/or medical association active in that field. Ninth, that the content be reviewed for accreditation by all of the leading accrediting organizations in that field. Tenth, that any discussion of drugs be done in fair balance to all drugs in that field. Eleventh, that both the indications as well as the side effects of all drugs discussed be highlighted in the program. Twelfth, that product advertising not be included in the educational material. Thirteenth, that the material conform as closely as possible to approved package inserts for all products.