

14060 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

The Journal of the American Medical Association publishes an annual report on medical education in the United States. In the most recent publication it listed 4,862 courses from 554 different primary sponsors for 1975 to 1976. The sponsors were medical schools, hospitals, medical societies, and voluntary health agencies, not pharmaceutical companies. Generally, this list which is a projection for the coming year is half the actual number of courses that will be given.

The question has been asked how do we select subjects and physician participants? The answer to that question is that we use our Medical Faculty of Advisors whom we consult with regularly.

In addition to advice from these consultants for selection of subjects, we use the Forward Plan for Health published by the Department of Health, Education, and Welfare and Health U.S.- 1975, Department of Health, Education, and Welfare, and surveys formerly conducted by Regional Medical Programs amongst physicians. From these sources we select subjects and attempt to obtain funding from the companies who are leaders in the selected field.

Once funded, we approach a medical school, medical school department, or health agency to sponsor the program and determine an appropriate executive editor. The executive editor selects the editorial panel. We make agreements with all of the physicians that editorial content control rests exclusively with them. They have final sign-off on the content before we go into production of any of the materials.