

14062 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

We have had the opportunity to observe dramatic results with our programs. We have received numerous letters of praise from Government officials, from academic medicine, and from practicing physicians who have participated in and been exposed to the programs we have produced.

On a recent closed-circuit television program which we produced, attended by 11,000 physicians and allied health professionals, we asked the audience to evaluate the program content. With 1,993 responses, the results were:

- . Met my expectations - 99%
- . Provided important information - 97%
- . Provided help for better patient care - 97%
- . Rated speakers excellent to good - 100%

On the closed-circuit television program produced by Health Learning Systems on hypertension which was the basis for producing "Dialogues in Hypertension" for which we were complimented by Doctor Crout, I would like to quote a letter dated January 7, 1974 from Doctor Theordore Cooper, then Director of the National Heart and Lung Institute to Mr. Robert F. Dee, President of Smith Kline & French Laboratories -- "As you are undoubtedly aware, one of the principles of the National High Blood Pressure Education Program is that by combining the resources, and by cooperating with each other, the private sector and the Federal Government can make very significant accomplishments in this critical public health area. If you have no objections, we would like to use the development of this symposium as an example of this principle in action." As one of the primary companies involved in the communications program toward physicians