

14072 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

point of view. Other examples will be shown of medical communication which, in my judgment, do not constitute the sort of disinterested, balanced, scholarly products we expect educational materials to be.

I recognize that I have selected these examples to make a particular point. They will show that drug promotion can masquerade as education. I have certainly not attempted to present a full review of all the medical communication sponsored by the drug industry. I am aware of many examples of excellent industry-sponsored materials. Nevertheless, I believe it is inevitable that the educational materials produced by and for an industry with an interest in increasing sales of drugs will, on balance, be biased in a direction intended to promote drug use. The examples presented in this testimony are not atypical and were not difficult to find.

I also believe the growing proportion of medical communication that is supported by the drug industry threatens the integrity of the whole process of post-graduate medical education. I would now like to turn to some examples to illustrate my concerns.

THE MEDICAL LITERATURE

Appendix A is a list of the twenty-eight medical publications having a circulation of seventy thousand or more. The list was compiled from the