

14076 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

for support willing to editorialize on the excessive use of a drug class? Perhaps the answer is yes, but one must wonder.

Information on Unproven Uses of Drugs

The pages of the controlled circulation journals frequently are employed to bring to the physician's attention new uses for a drug product which are not yet approved by the Food and Drug Administration, something the manufacturer is not permitted to do through the usual channels of drug advertising and detailing. A typical example is an article entitled "Migraine...and More, Treatment and Prevention" from the April 1976 issue of Current Prescribing. I will also submit a copy of this article for the record. The American Medical Association grants one full hour of Category I, the highest category of continuing education credit, for study of this article. This article describes unapproved uses for Ayerst's Inderal, Knoll's Octin, Carnrick's Midrin, Merck's Periactin, and Sandoz's Sandomigran. Sandomigran is an investigational drug not marketed in this country. The issue is not whether the article is scientifically correct or whether it is proper to publish such information. There can be no doubt that scholarly medical journals should contain new information about drugs and should not be limited to the contents of approved package inserts. The issue here is whether such an article in a controlled industry circulation journal presents, in the guise of a scientific paper, promotional information which otherwise could not be legally published as drug advertising or drug labeling. The article in question did not pass through the rigorous independent editorial review common to scholarly journals.