

14078 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

issue, which says: "USV Pharmaceutical Corporation sponsors PRIMARY CARDIOLOGYtm as a continuing educational service to the practicing physician." A copy of the page on which this quote appears is attached as Appendix C.

The controlled circulation journals represent a large proportion of the total literature reaching physicians, are entirely dependent on the drug industry for support, and appear to be generally enthusiastic about drug therapy. This is not to say they do not provide very useful information. These journals specialize in carefully presented practical discussions designed to help the physician deal with most common problems. These journals are excellent communicators and they must be having some impact. There is no avoiding the question of whether it is desirable that they be financed entirely by an interested party.

In addition to controlled circulation journals supported by the advertising of many pharmaceutical companies, there are a number of publications which appear to be independent but are actually sponsored entirely by a single pharmaceutical company. We have brought with us today several examples of this type of publication, which we will submit for the record. Such house organs are regulated as labeling and cannot be inconsistent with the approved package insert for the drugs discussed. These magazines, however, do not look like drug labeling and their sponsorship is not easy to ascertain.