

Even if the investigators, who are well-known physicians in their field and investigators of known integrity, are accurate in everything they say, the process through which this supplement to a medical publication was produced is cause for concern.

EDUCATIONAL MATERIALS

The fastest growing areas in continuing medical education today are audio-visual materials and multi-media learning systems.

Radio Broadcasts

The Physician's Radio Network (PRN) broadcasts the latest news of medicine to physicians twenty-four hours a day. I will demonstrate a PRN Radio portion of one of these broadcasts right now. The radios themselves and the programming on them are financed entirely by the sale of advertising time to pharmaceutical manufacturers. Each sixty minutes of programming contains eight minutes of advertising for brand name drugs. Routine listing to PRN is approved for Category 5A Continuing Medical Education Credit by the American Medical Association. Physician's Radio Network is a subsidiary of Visual Information Services, itself a subsidiary of Republic Corporation.