

Another new continuing education modality is the Medical Telephone Conference System. These "telesessions," sponsored by pharmaceutical firms, enable physicians from around the country to discuss a disease for which the company's product is offered with the guidance of a company representative.

Appendix F is a leaflet intended for pharmacists describing telesessions to be held for Pennwalt's Zaroxolyn. Noteworthy are the statements "A.M.A. Credit" and "Positive Effects on Sales Shown by Previous Participating Companies in Other Therapeutic Categories: Roche - Abbott - Burroughs Wellcome - Smith Kline & French."

While we do not know precisely what fraction of educational materials is industry-sponsored, we believe it is large. The examples provided show clearly that the educational content is commonly promotional in intent.

SCIENTIFIC EXHIBITS

At most medical meetings there are numerous exhibits, some of which are commercial exhibits promoting various drug products, others of which are scientific exhibits describing the work of independent scientists. These latter are usually not bound by the kind of