

14094 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

"Using a scientific exhibit for promotional purposes is contrary to the spirit of the regulations of the AMA. However, the AMA cannot be responsible for anything that happens to an exhibit or to the brochures after the meeting. In this highly competitive society few pharmaceutical companies can afford to support a purely educational exhibit."

Use of Scientific Exhibits to Promote Unapproved Drugs

Appendix G shows, as an example, pages 66 and 67 and 76 and 77 of the official program for the Twenty-seventh Annual Scientific Assembly of the American Academy of Family Physicians (AAFP) held in October 1975. A large percentage of the exhibits are drug related. Appendix H shows pages 138 and 139 of the program of the American College of Physicians' Fifty-seventh Annual Session held in April 1976. In both programs, there is an exhibit by the same physician describing the development of an antihypertensive drug, prazosin hydrochloride.

Let me note that under FDA regulations pharmaceutical manufacturers may not promote their drug products prior to approval for marketing. In this case, although it was not noted in the program, the investigator was a full-time employee of the drug manufacturer which had developed prazosin. Prazosin had not been approved for marketing at the time of either meeting.