

14100 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

In brief, then, regulation under the Federal Food, Drug, and Cosmetic Act is an important restraint on some promotional efforts sponsored by the drug industry. I would not want to suggest, however, that regulation is the best approach to take for all of the educational materials supported by the drug industry. The idea of the Federal government and Madison Avenue locked in eternal battle over every piece of educational material sent to physicians is not particularly attractive. Neither of these parties should have primary control over educational materials. Such control properly belongs with the profession itself and its medical schools.

AN OVERVIEW

Mr. Chairman, I would like to summarize the problem in broad terms. The technical knowledge required for the optimal practice of medicine is continually advancing at a rapid pace. Because of this, there is need for excellent courses and teaching materials to assist the modern physician in maintaining his professional competence throughout his career. This need is increasingly recognized by specialty societies and State boards of licensure. Thus physicians are coming under increasing pressure to demonstrate in a formal way their participation in various courses, hospital seminars, and other teaching programs.

To fill the need for teaching materials the communications industry has moved aggressively in recent years to produce an enormous variety