

of brochures, books, monographs, magazines, controlled circulation journals, closed circuit TV video tapes, movies, audio cassettes, and self-instructional learning systems. Many of these are sent free to physicians, some under the sponsorship of professional organizations. These materials are highly professional from the standpoint of communications technology and obviously expensive to produce.

Outstanding medical authorities commonly are featured, and the scientific content of these communications is often excellent. While some of these communications relate to specific drugs and are readily recognizable as promotional material, many others deal with broad issues in medicine, including the diagnosis and general management of various diseases. Others may describe specific technical advances in a variety of specialty fields. The financial support for all of this activity comes predominantly from the pharmaceutical industry, which in turn obviously passes the cost along to the consumers of drugs.

The proliferation of industry-supported educational materials has increased to the point where they now constitute the bulk of educational information provided to the practicing physician in his practice. The physician, of course, has other opportunities for post-graduate medical education, including a variety of courses conducted by medical schools, scientific meetings, and the medical literature.