

14232 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

IN THE CASE OF SCIENTIFIC EXHIBITS, THE SPONSORS MAY INCLUDE PUBLIC AND PRIVATE NON-PROFIT ORGANIZATIONS, SUCH AS PROFESSIONAL AND LAY HEALTH ORGANIZATIONS AND MEDICAL SCHOOLS, AS WELL AS GOVERNMENTAL AGENCIES AND THE ARMED SERVICES. IN ADDITION, A LARGE NUMBER OF SCIENTIFIC EXHIBITS ARE SUPPORTED BY PHARMACEUTICAL COMPANIES TO ONE DEGREE OR ANOTHER. IN REVIEWING THE SCIENTIFIC EXHIBITS RECEIVING DRUG COMPANY SUPPORT AT PAST ACADEMY MEETINGS, IT APPEARS THAT THE FIGURE OF 80% CITED IN DR. CROUT'S EARLIER TESTIMONY IS REASONABLE.

IT IS ACCURATE TO SUGGEST THAT DRUG COMPANIES ARE LIKELY TO SUPPORT THOSE EXHIBITS WHICH ARE FAVORABLE TO A PARTICULAR PRODUCT OF THE COMPANY. CERTAINLY, IT WOULD BE DIFFICULT IF NOT IMPOSSIBLE TO ENVISION A SITUATION IN WHICH A DRUG COMPANY WOULD SUPPORT AN EXHIBIT WHICH WAS UNFAVORABLE TO A PRODUCT OF THAT COMPANY. HOWEVER, IF THE MATERIAL CONTAINED IN AN EXHIBIT PRESENTS LEGITIMATE FINDINGS BASED ON SCIENTIFIC INVESTIGATION, WE BELIEVE IT SERVES A VALUABLE EDUCATIONAL FUNCTION, REGARDLESS OF SPONSORSHIP. SHOULD ORGANIZATIONS SUCH AS THE ACADEMY FIND THEMSELVES IN THE POSITION OF NOT HAVING SCIENTIFIC EXHIBITS SUPPORTED BY DRUG COMPANIES, THE RESULT WOULD NOT BE BETTER SCIENTIFIC EXHIBITS BUT THE PROBABLE ABSENCE OF SCIENTIFIC EXHIBITS ALTOGETHER.

WE WERE ASKED TO PROVIDE INFORMATION ON WHO PREPARES COMMERCIAL AND SCIENTIFIC EXHIBITS. IN THE CASE OF COMMERCIAL EXHIBITS, THE EXHIBIT IS PREPARED BY THE PHARMACEUTICAL COMPANY OR OTHER ORGANIZATION PURCHASING THE EXHIBIT SPACE. PRESUMABLY, THE ACTUAL CONSTRUCTION OF THE EXHIBIT MAY BE DONE IN-HOUSE OR BY AN EXHIBIT FIRM RETAINED BY THE COMPANY. IN ANY EVENT, THE FORMAT AND CONTENTS WOULD BE PRESENTED IN ACCORDANCE WITH THE SPECIFICATIONS OF THE