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Mr. Chairman, I appreciate your invitation to testify today on the transfer of medical information (Technology Transfer), how to bring about appropriate behavioral changes in the use of drugs by the public and health professionals and how the tool of "Social Marketing" can help bring about necessary improvements in these areas.

We are all aware of the serious problems which today face the health care system. These include rapidly rising costs, poor quality of care, the lack of standards for care, problems in compliance with therapeutic regimens and problems in information and technology transfer. For the purposes of this discussion, I will consider any useful new medical information as synonymous with technology which must be transferred from its point of origin to those who need it (health professionals and consumers) to enable them to make rational decisions and ultimately to maximally enhance or preserve the health of the public.

Many of our problems in the health care system are due to deficiencies in information transfer or efficient and effective technology transfer. There is a wide and probably widening gap between what we know should be done and what is done or practiced in this nation's medical care system. Problems exist in the premature introduction of inadequately tested technology, the failure to eliminate outmoded technology promptly and the failure to rapidly adopt new technology which has been established as beneficial. Examples of the latter include inadequate use of the drugs available for treatment of hypertension and immunization against the common childhood diseases.