

14416 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

- e) the context of communications' reception is businesslike and absent of significant diversionary messages or efforts to persuade opposite conclusions for non-scientific reasons.

Although some of the assumptions above may be subject to thoughtful evaluation in the field, requiring some modification, they are probably reasonable, for our purposes. Taking the same categories, however, and applying them to subsequent stages of communication en route to the goal of consumer-benefit, it quickly becomes clear why the process breaks down.

Between scientist and practitioner, the factors are different:

- a) practitioners' diversity is encouraged by such forces as the development of medical specialties, the emergence of para- and sub-professionals, and the flourishing of competing attitudes and philosophies of treatment, oftentimes influenced by such idiosyncratic elements as practitioners' personality:
- b) Motives of practitioners are highly diversified, ranging from the totally altruistic to the totally materialistic, and the responsiveness of practitioners to new information is not as subject to the rigorous process of peer review and interdependence which characterizes the scientist-to-scientist communication; nor is the controverting of previously held data taken as sheer advance of knowledge: the authoritative contradiction of current practices may be thought -- by both