

## 14930 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

some of the pharmaceutical companies. To do this, legislation should establish other requirements:

1. Review the practice of bulk shipment of drugs to individuals and to clinics for direct dispensing and, if necessary, eliminate it. Shipments in bulk to facilities of 100,000 dose units can no longer be justified, even if obesity continues to be an indication for these medicines and will certainly not be justifiable if obesity is withdrawn as an indication. The pharmaceutical houses are aware of this, but they are unfortunately in business to sell drugs and not to serve society.

2. Require the pharmaceutical houses to show the cash flow to physicians and medical institutions for support of "research", "consultation", "teaching", "goodwill" or any other word that might be used for the favor that they curry with their largess. We will speak to the problem of physician education in a later section.

3. Expose the ownership of the "throwaway journals" that bombard physicians daily and limit the use of funds for this and other types of promotion by pharmaceutical houses so that the savings on drug cost can be passed back to the consumer. These institutions should be singled out and made to pay the true cost of distribution of this literature and not be virtually subsidized by the taxpayer by having this material transported at less than cost by the overtaxed facilities of the U.S. mail.

In addition, we need to strengthen the process by which drugs are reviewed for use by the general public and are accepted for purchase by the medical installations of the U.S. government.