

that they own to improve their promotional practices? These institutions are given special tax privilege by the U.S. Government—the tax privileges and might respond, if they learned of the results of Dr. Silverman's study, to undertake appropriate action on the companies. Many of the foundations have policies in the area of social responsibility and do try to influence the policies of the companies that they invest in. I am sure that is not common for all universities. I am sure it is not common for all foundations. But this may be another avenue worth pursuing.

Dr. SILVERMAN. Mr. Chairman, there is another avenue that deserves particular emphasis. When my associates, Dr. Aida LeRoy and Mia Lydecker, and I finished our compilation, we took all our data, some of which I showed to the committee today, and sent it to every one of the drug companies involved, asking them to check for the accuracy of the translations and the fairness of our presentation. Very few changes were requested, and in every instance, we acceded to the company's request. We thought that they were the better judges of accuracy than we were.

During our study, it turned out that not all companies were using the same approaches. In my discussion today, I cited only those cases in which there were glaring differences between the promotional campaign in the United States and the campaign by the same company elsewhere. But there were two companies that were a little different. We found out that they were saying precisely or essentially the same thing in all countries for the products we studied.

We went to the heads of these companies, or their representatives, and said "How come?" One of them said, "We figure that this approach of full disclosure is probably going to cost us sales for the short run, but in the long run we will profit." And officials of the other company explained their attitude by saying, "Well, we sleep better at night that way."

Senator BEALL. Well, I think it would be worthwhile to identify those companies, doctor. We do not want to characterize this as an industry-wide problem. There are companies that recognize their responsibility and I think that since we identify those people whom we criticize, I think we should identify those people whom we applaud, also.

Dr. SILVERMAN. I would be glad to identify them. One of them is Merck and the other is Syntex.

Senator BEALL. Thank you, doctor.

Mr. SOMMER. Dr. Wegman, is PDR translated into Spanish? Is it available in Spanish?

Dr. WEGMAN. I do not know. I do not believe I have seen it in Spanish.

Dr. SILVERMAN. I do not believe so.

As a partial answer to your question, much of the material that is disseminated to physicians in the United States through what is called "The Medical Letter"—this is the publication of a nonprofit organization, which is based here, and sends copies on subscription to tens of thousand physicians of the United States—is now being regularly translated into Spanish and sent to several thousand Latin American physicians in some countries.