

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 15465

STATEMENT BY

GEORGE S. SQUIBB, CONSULTANT TO PHARMACEUTICAL INDUSTRY

BEFORE SUBCOMMITTEE ON MONOPOLY

SENATE SMALL BUSINESS COMMITTEE

MAY 27, 1976

Over ten years ago I was given an assignment by my company to study the relationships between the pharmaceutical industry and various government offices and legislatures, federal and state, because at that time there was a particularly sharp concern on the part of some of the industry's managers that things were changing in the pattern of public awareness of the procedures of medical care and that a little attention to this developing situation might be helpful. That assignment resulted in the production of two papers on the problems and practices of the pharmaceutical industry, both of which are part of the record of these hearings. Into these papers I injected a little gentle advice to the industry which caused all sorts of uproar at the time, but which I now have the satisfaction to note was all good and has been picked up as their own gospel by many of those who were most horrified at the original expression. As a matter of fact as I review those words of eight or nine years ago in the light of current events I am amazed at how close to the mark they were in foretelling what was going to happen in the pharmaceutical field given the attitudes which were then, and still are prevalent. All of which only goes to prove that developments are predictable on the one hand, and on the other that the legend of the unheeded prophet, Cassandra, is still relevant today.