

15474 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

some kind of sanctions against those who stray from U.S. standards in their conduct of their foreign business ventures. Even if the only practical method to do so is to demand industry protect its stockholders from the liability claims arising from damages related to improper drug use by observing defensible standards of product, a way can and will be found to do it.

Control through the World Health Organization is another possible way to ensure that only balanced, accurate, and scientifically documented claims are made for medicinal preparations anywhere in the world. This body could certainly assume an advisory position in this area which would be of great value especially to those countries without their own body of scientific knowledge and expertise. Dr. Helen Taussig has described to the Committee in earlier hearings some of the possibilities that could be developed along World Health lines, but clearly a lot more study is necessary to make sure that objective medical standards can be so achieved staying clear of all the varying social and political pressures that all too often seem to become dominant in a global approach to any problem.

Nine years ago before this Committee I stated that a pharmaceutical manager must accept the fact that his industry indeed carries a high degree of social responsibility or he can see that social responsibility spelled out for him slowly but surely by legislation prescribing more and more of his operations, and