

So I think that the problem is very much broader than just over-prescribing by the physician. I think that the public at large also uses drugs excessively.

Mr. GORDON. Dr. Cluff, one of our witnesses a couple of days ago stated that the enormous pressure of advertising and promotion causes the use of unnecessary or unsafe drugs. Would you comment on this please?

Dr. CLUFF. Well, I can cite an opinion here if I may, because I don't know of much data on this. I can cite one thesis study that I have read since I have been at the University of Florida, done by a Dr. Murphree, who examined a rural population of Florida as a part of a sociological study. She tried to get some idea as to what were the factors that influenced the population in the use of drugs, and there was no question that the single most important factor which she uncovered was advertising.

I would agree that advertising is probably the single most important force influencing the use of drugs. Many personal examples one could cite about this as well. I am sure that any of you who have families at home whose wives and children go to the drugstore occasionally to buy things are as aware as I am that they too are strikingly influenced by the advertising of the products they buy and the number of products they buy when they go to the drugstore. So I would have to admit that this is a factor about over-the-counter and prescription drugs.

There is also no question but that it has a pronounced influence on how physicians use drugs. Many examples of this I think I can cite.

I became interested a few years ago in Baltimore of why it was that one of the most commonly used drugs for the treatment of diarrhea disease was a drug named Donnato1, and in this instance I began to make inquiries about this, and it seemed to me, after looking into the situation, that the factor most influential in determining use of this particular medication for diarrhea was that the pharmaceutical representative for a long time had made it a practice to keep boxes of the drugs in the emergency room at the hospital so that the residents would have it available to treat patients who come in with diarrhea without having to write a prescription for them.

This practice we did curtail. Subsequently I believe, the use of this medication did decline in the hospital. These are largely opinions again let me point out. I don't have any factual basis nor any published papers establishing this point, but I don't think this can be argued.

One other example of this which recently came to my attention, which I will be happy to cite if you wish, involves a drug called Declomycin—it is an antibiotic—very commonly used in the State of Florida. Coming from a little further north where the winters are much more severe, we were very much concerned even there about the use of Declomycin in the summertime because it is a drug known to be a potent photosensitizer. By that I mean that when this drug is taken, and the patient is exposed to sunlight, he very commonly will have a marked acute skin eruption.

But in Florida, where the sun is out so much of the time, the use of Declomycin in that State seemed to be a little unwarranted when other drugs, most of the other tetracyclines, are pretty well known to be equally as effective against infection. But I suspect the reason for this