

Mr. GORDON. That would be?

Dr. CLUFF. It would be staggering, but I have never sat down and figured it out.

Mr. GORDON. But it would be a good, at least, first approximation?

Dr. CLUFF. Yes.

I happen to feel that the problems from the ill effects of drugs is a major public health problem at the present time.

Senator NELSON. A major?

Dr. CLUFF. A major public health problem.

Mr. GORDON. One other question: concerning false and misleading advertising, what effect does that have on drug-induced illness?

Dr. CLUFF. The way it has an influence on drug-induced illness is because it increases the indiscriminate and excessive use of drugs, and one of the premises of our observations is that you increase the total number of drugs that the patient gets, and you correspondingly increase the trouble you are going to have with drugs.

Mr. GORDON. When you use the term "education" with respect to the detail man as a source of education, are you using the word "education" with quotation marks around it, or are you not?

Dr. CLUFF. Well, even bad education is education, Mr. Gordon, and in this instance I would say that it is a matter of judgment as to whether what he is providing in the form of educational material is good or bad.

I personally feel that in every instance that I know of, it is always biased, it is always associated with profit motives, and for that reason, I don't think that it is good guidance alone for the physician in practice to use.

Senator NELSON. That is all the questions we have.

Dr. Cluff, we appreciate very much your taking the time from your busy schedule to come here. Your testimony has been very constructive and very valuable to us, and we appreciate your taking the time.

Dr. CLUFF. Senator Nelson, I appreciate the opportunity to come here. Thank you.

Senator NELSON. We will take a 5-minute break, and then we will take the next witness. I have some other business this afternoon.

(Whereupon, there was a short recess.)

Senator NELSON. We will resume the hearings.

We will now hear from Dr. Margaret McCarron, associate clinical professor of medicine, University of Southern California School of Medicine.

Dr. McCarron, we appreciate very much your taking the time to come and testify today. You may present your testimony in any way you wish. If you don't mind, we may interrupt from time to time with questions.