

If I were running your company and could make my product dominant on the market, and that is the rules of the game, I certainly would do it. I am not saying there is anything wrong with that from the standpoint of your company ethically or anything else. I have some concern about the way the system works, but I do not have any criticism for you and your success in convincing the doctors that Meticorten is the one they ought to buy. I am not critical of that at all.

Mr. CONZEN. But I would like to submit that first of all Meticorten is not the leading seller in the prednisone field.

Senator NELSON. Retail?

Mr. CONZEN. Anywhere, because it is——

Senator NELSON. A little while ago I asked you what percentage of the market you had, and you could not tell me. Now, how do you conclude that it is not the leading one in the retail market?

Mr. CONZEN. I said in my prepared statement that we estimate the total market in prednisone tablets in this country to be approximately \$3 million, out of which we have \$1 million, so the majority of the market is serviced by other brands. The other point——

Senator NELSON. May I ask this one question at this point?

Mr. CONZEN. Yes.

Senator NELSON. Is there any other company in the United States that sells more prednisone on the retail market than you do?

Mr. CONZEN. In terms of dollars?

Senator NELSON. Yes.

Mr. CONZEN. No; not that I know of.

Senator NELSON. How many firms, did you say, sell prednisone?

Mr. CONZEN. 130.

Senator NELSON. 130. It may very well be that you could be like General Motors. They are very dominant in the market. They have got 50 percent. They have only three other competitors. You have 130 and they may each have a percent or two, or three or five or six, but I would guess from my checks around that Meticorten seems to be the one that is dominant. I don't have the facts. I want to get them.

Mr. CONZEN. That is in dollar volume. If you think in terms of units, actual tablets prescribed and taken by the patient, Meticorten amounts to approximately 5 percent, and 95 percent of the rest of the market is handled by other brands.

Senator NELSON. On the retail market?

Mr. CONZEN. Yes, sir; on the total patient market.

Senator NELSON. Pardon?

Mr. CONZEN. On the total market, including I would say retail, it is probably 90 percent of other makes.

Senator NELSON. In the retail market 90 percent of tablets sold are sold by?

Mr. CONZEN. By other companies.

Senator NELSON. Other companies.

Mr. CONZEN. Competitors, yes.

Senator NELSON. And 5 percent or 10 percent is sold by Schering?

Mr. CONZEN. That is right.

Senator NELSON. On the retail market?

Mr. CONZEN. That is right, roughly.

Senator NELSON. And yet through your sales you represent one-third of the total of the \$3 million market, is that correct?