

Senator NELSON. 170?

Dr. MEYER. Yes, sir.

Senator NELSON. I notice on the brochure—exhibit 2—that is issued by the university, it says “Toll-free medical lectures.” Does that mean the cost of the call is free?

Dr. MEYER. It is free in Wisconsin. This was funded under the regional medical program. This is identified there and a physician calling in from anywhere in Wisconsin will get these lectures without cost of the telephone call to himself.

Senator NELSON. On the program, the cost of phoning of this program to make these lectures available, who paid for that?

Dr. MEYER. This was under agreement from the regional medical program in Wisconsin under Public Law 89-239.

Senator NELSON. What is the frequency of the calls that you are now getting?

Dr. MEYER. Currently over the first year of use of this library, there are on an average five calls a day. I would like to add to this that the funds that we had, when we initially started this, precluded us doing any more publicity than one brochure which was sent to each physician in Wisconsin in August 1966. The American Telephone & Telegraph exhibit has been carrying it around the country as part of the Bell seminars in Chicago and New York, and in actual fact, they have been doing more publicity for it than we have been able to do for lack of funds.

Senator NELSON. Are the county medical societies in Wisconsin—

Dr. MEYER. They are aware of it. The initial announcement of it went out throughout the State and county medical societies.

Senator NELSON. How long has this program been in effect?

Dr. MEYER. Since April 1966. This brochure, the doctors in Wisconsin do not have it at the moment. They have the old one which was the one that we issued in August 1966.

Senator NELSON. Is the frequency of use increasing?

Dr. MEYER. No; at the moment it is really fairly static. It has remained at about five. For 4 or 6 weeks after they had printed this initial brochure, the calls went up to 10 or 12 a day, then they gradually dropped off and one's feeling is that this was just our lack of publicity of the service.

Senator NELSON. Do you anticipate that once you have broadened your list of lectures to cover a much larger number of medical problems, the frequency of use will increase?

Dr. MEYER. Yes; we do. We do feel that once people have gotten to know about it and have an opportunity to utilize it, they would utilize it more and more as a storage mechanism for information that they can get instantaneously; that they do not have to memorize or that they can get up-to-date or authoritative information instantaneously. We see a number of applications for this which we have not utilized as yet, but I think it is merely a matter of time before this is done.

Senator NELSON. Since this subcommittee is particularly interested in the question of drugs, will you at some time comment at least briefly on the question of whether or not you feel that there is readily available quickly reliable, authoritative information for physicians on drugs and reactions to drugs and whether or not such a system of