

It has selected laboratory data for patients on this drug in tabular form, for example. It is in very small print.

The answer is "No," but the physician does get one particular form, or package insert on biological products, and I think that this should be continued. It is important. These other package inserts, in all sorts of sizes, are printed on what is commonly called in the trade, "bible paper."

Mr. GORDON. What do you mean by "bible paper"?

Dr. GODDARD. Well, it is very thin.

Mr. GORDON. You need a magnifying glass to read the print?

Dr. GODDARD. That is true.

Mr. GORDON. Dr. Goddard, doesn't this present situation really make the doctors more dependent on drug advertising and promotional activity?

Dr. GODDARD. Yes. Of course, that is not their only source of information. But, as I have pointed out on numerous occasions, the industry does spend a significant amount of its income to educate the physicians through advertising.

Mr. GORDON. Are you using that word with quotation marks?

Dr. GODDARD. Well, I say advertising in this field is a form of education, and I am serious when I make that point. And the AMA also now recognizes this point, apparently in response to a recent position the Internal Revenue Service took with respect to their income on general advertising. They pointed out this was different from routine advertising and that it did serve an educational purpose.

And I must agree with that.

Mr. GORDON. Who took that position?

Dr. GODDARD. The AMA.

Mr. GORDON. How about the IRS?

Dr. GODDARD. They haven't responded to this, to my knowledge. But advertising apparently does influence the physicians' choice of the drug. Therefore, I think it is educational. And we are anxious to have a comprehensive, more impartial source of drug information readily available to every physician, every pharmacist and every hospital kept up to date with accurate prescribing information.

Senator NELSON. I don't understand the mechanics of the delivery of the package insert. The doctor himself in his office just writes a prescription. The drugs, with some rare exceptions, come into the pharmacy. Does each package of prescription drugs, no matter how small, have to have an insert?

Dr. GODDARD. That is correct.

Senator NELSON. So then the doctor does not come in contact with that package insert—

Dr. GODDARD. Except for biological products, which tend to go directly to his office.

Senator NELSON. What do you mean by "biological"?

Dr. GODDARD. Well, vaccines and things of this nature, you see.

Senator NELSON. That he administers himself?

Dr. GODDARD. That is correct.

Senator NELSON. I see.

Dr. GODDARD. And intravenous therapy in wards in the hospital are accompanied by the package insert. But by and large these are re-