

Here is a case of a drug that did not meet the standards that was out on the market.

I want to make it clear I am only saying that particular last batch did not meet the standards, because there is no evidence of the patient having suffered any untoward reaction or having any problem with that same generic drug during the three previous periods in which a prescription was dispensed for him.

But I think the key point here is that the fact that the drug did not meet the standards established by the law in Canada in the first place.

Mr. GORDON. The article does not have that additional essential information, does it?

Dr. APPLE. No, the article does not.

I have received numerous phone calls from pharmacists, feeling that the article reflects on their integrity and their professional acumen and other things, and pharmacists have chosen to write directly to the Pharmaceutical Manufacturers Association about this particular situation.

I would say that this is just starting to come in because this, I believe, appears in the November issue of the Reader's Digest. I have an advance copy which was sent to me by the Pharmaceutical Manufacturers Association. But, as I understand it, it is in the current issue, the November issue, and we are just starting now to get a reaction from pharmacists as to what they think of it.

I might tell you here is a, I just yesterday received a letter, and I think this letter is, perhaps, typical of the few others I have received, as well as the telephone calls I have received. I will be glad to submit this.

Mr. GORDON. Would you read it, please, and submit it for the record also.

Dr. APPLE. Well, the letter is addressed to the Pharmaceutical Manufacturers Association, and it says:

Your letter to our hospital administrator containing a copy of articles to be published in the November issue of Reader's Digest has been reviewed by myself.

As I am certain that you are interested in the opinions of people concerned with these matters, I do wish to make a few comments. In brief I feel that articles such as "The Anonymous Drug That Hospitalized a Patient" is in poor professional taste. It pictures a dispensing pharmacist as being a part in a medication error. Further it does nothing to instill patient confidence in the physician and pharmacists who care for him since the patient has no idea as to the quality controls of the company manufacturing his drug. To me, the article seems to do little to instill confidence in the patient of American Pharmaceutical Manufacturers.

The increasing frequency of drug recalls from reputable companies is gradually becoming known to the public and may well create doubt in the mind of the patient as to the efficacy of a prescribed drug regardless of its source.

This is from the director of pharmacy service at St. Luke's Hospital in Cleveland, Ohio.

Mr. GORDON. Will you submit that for the record, please?

Dr. APPLE. Yes, sir.

(The information referred to follows:)