

therapy. These detailmen are generally college graduates who have the backgrounds and capabilities for an intelligent understanding and presentation of developments in drug therapy.

The function of a detailman is both that of a salesman for his company's drug products and that of a quasi-educator. We make no claim that physicians rely on detail men for medical advice. It would be improper for them to do so. These men do, however, play a useful role in supplying physicians with accepted product literature and in referring a physician's inquiries to doctors on the staff of the company for reply. Neither the industry nor the medical profession will claim that the detailing system is free of faults. But I think on balance it has proved an effective solution to a difficult marketing and educational problem.

Other Contributions of the Pharmaceutical Industry

In the foregoing discussion, I have tried to provide an insight into the achievements and aspirations of reputable pharmaceutical firms, the complexities of their operation, and their continued striving for excellence. I have tried to show the amount of effort and investment involved in research, in developing and marketing a new drug product, and the commercial risks that must be taken as the price of pharmaceutical advances.

The record speaks for itself. Competition to develop new drugs has forced our industry to maintain an unparalleled rate of technological progress with untold benefits to the public.

But this is an enterprise of many unique dimensions. Its role of service to mankind goes far beyond the usual commercial concept of producing and marketing merchandise for profit, as desirable and beneficial as that merchandise may be. This is not to suggest for a moment that other commercial and industrial enterprises which bring to consumers the boons of modern creativity and technology are not performing an outstanding service to society.

But the responsible members of the pharmaceutical industry have long recognized that their obligations are special. Their products are required for illness. Their basic aims from the laboratory test tube to the end of the assembly line are the prevention of disease and the provision of aid and comfort for the afflicted.

These aims for years have found expression in the voluntary contributions regularly made by many firms toward enhancing the values of our society in a variety of ways.

Leading firms produce and stock certain so-called "public service drugs" which never yield a penny of profit. They are used in the treatment of rare, low-frequency diseases and the demand is simply not sufficient to justify the costly production process. They include anti-rabies serum, botulism antitoxin, gas gangrene antitoxin, Rocky Mountain spotted fever vaccine, and many others. There is no question that these medications must be available whenever and wherever needed, and they are, thanks to the belief of many drug manufacturers that they have a moral responsibility to provide them. Usually they are provided without charge by the firms to the unfortunate persons who contract the diseases or to their physician.

Among the most significant general public services rendered by the industry are those in the fields of education and research. Tens of millions of dollars in grants and aids for pharmacy and medical education have been donated by our member firms. These include scholarships, fellowships, and internships for medical and pharmacy students; science awards; post-graduate medical information programs for practicing physicians; and medical symposia for interns. Substantial amounts are channeled to medical, dental and pharmacy schools. The industry also provides many teaching aids—publications, films, tapes, etc.

In addition to their cash contributions to promote health and welfare and scientific progress, many firms support their own foundations through which considerable funds are made available to further the same basic objectives. They underwrite scholarships and fellowships, furnish both teaching and research grants, and allocate funds to universities and teaching hospitals.

I cannot leave this subject without specific reference to another foundation established almost three years ago by the Pharmaceutical Manufacturers Association and now being supported by the voluntary contributions of its members. In its way, it seems to me, this undertaking epitomizes the attitude of responsible manufacturers toward their industry, and their determination to go the extra mile when the need arises to produce better and safer drugs in the public interest. I believe, for this reason, I might discuss one or two details about the PMA Foundation and its highly specialized objectives.