

Dr. LEE. That is correct.

Senator NELSON. We had that testimony last week on precisely that question. So you haven't solved the problem of getting the companies to comply with FDA standards, approved standards and guidelines in advertising of products either in the promotional advertising or in the promotion done by the detail man himself; is that not correct?

Dr. LEE. That is correct. And, of course, this is true not only for the drugs introduced between 1938 and 1962, which are currently under review by the National Academy of Sciences, but also in the drugs more recently introduced. In some of your recent hearings you focused on those problems very specifically.

It concerns me that many, if not most, physicians rely primarily on the companies' promotional material and on the detail men for drug information. The prime function of advertising is to sell drugs, and therefore, one cannot and should not expect such advertising to be fully objective.

Senator NELSON. Let me say at this point, Doctor, it seems to me that one of the serious problems is that the medical profession has had a misplaced confidence in the integrity of the manufacturers of the drugs. And if the manufacturers of the drugs were honestly presenting the case in an objective fashion, the medical profession would be justified in relying upon them.

But when they spend \$600 million a year and develop over a period of years the confidence of the profession, the profession has then been led to believe that they can believe what the manufacturers say. And I think that is the tragedy here. And one of the sad parts of that is that the one group that has the qualifications to intervene and notify the physician that the manufacturers have been overdrawing their claims and making misleading claims is the profession itself, the American Medical Association.

I don't blame a physician if he has great confidence in the integrity of the company and then accepts the claims they make for it. The problem is, his confidence is misplaced and he does not know it. And the FDA has been unable to get through to make clear, apparently, to the profession, and the American Medical Association, their own professional organization has been grossly derelict in their responsibility toward notifying the profession about the improper claims being made by the manufacturers even in their own advertising, in my judgment. It is not wholly the fault of the physician in the sense that he has a misplaced confidence in a great and distinguished American industry.

Dr. LEE. I want to cite a few examples, Mr. Chairman, of some of our concerns. For example, with respect to the selling of drugs and the objectivity of advertising:

That a drug is merely the minor molecular modification of an existing, well-proven product is seldom made known in advertising.

Relative costs are seldom discussed in advertising.

The relative advantages of other drugs in the same therapeutic class are likewise seldom mentioned in advertising.

The task force is concerned not merely with the content of drug promotion, but also its volume. Currently, the drug industry is spending nearly \$500 million per year on drug research and an estimated \$600 million on drug advertising, drug detailing, and other forms of