

3780 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

retail marketplace--with the promise of eventual price savings to the consumer.

The Strategy of Names. Intimately related to marketing, and the competition between brand and generic products, is the subject of brand and generic names.

In the past, whether fortuitously or by design, most generic names--though certainly not all of them--have been relatively long, complicated and difficult to pronounce and remember.

During the past year, this situation has improved somewhat as the result of new policies established by the U.S. Adopted Names Council, but more improvement is needed.

The Task Force commends the Council for its efforts toward simplifying generic names and urges that these efforts be continued and strengthened.

Advertising and Promotion. Included among the promotional activities of some major prescription drug companies have been the support of scientific or medical conferences or symposia totally unrelated to any commercial product; the publication of educational materials for the public on such subjects as prevention of narcotic and drug abuse,