

3810 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

THE DRUG PRESCRIBERS

In the modern use of drugs, important roles are played by the drug researcher, the manufacturer, the distributor, the pharmacist, and the official who carries the legal responsibility for drug safety, efficacy and quality. But the most strategic role is that of the physician who prescribes the drug.

It is the physician who has major responsibility for the welfare of the patient.

It is the physician who is constantly faced with an awesome assortment of competitive and often duplicative products.

It is the physician who is the target of a barrage of advice, information, guidance, and promotion from detail men, advertisements, medical articles, pamphlets, bulletins, and throw-away journals.

And it is the physician who--with or without adequate training and competent advice--must make the decision on which drug or drugs to prescribe.

On his decision may well depend the health or even the life of his patient. On it will depend, at least