

3812 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

on preventing some of the more serious or costly forms of irrational prescribing. Among the latter are these:

- The use of drugs without demonstrated efficacy.
- The use of drugs with an inherent hazard not justified by the seriousness of the illness.
- The use of drugs in excessive amounts, or for excessive periods of time, or inadequate amounts for inadequate periods.
- The use of a costly duplicative or "me-too" product when an equally effective but less expensive drug is available.
- The use of a costly combination product when equally effective but less expensive drugs are available individually.
- The simultaneous use of two or more drugs without appropriate consideration of their possible interaction.
- Multiple prescribing, by one or several physicians for the same patient, of drugs which may be unnecessary, cumulative, interacting, or needlessly expensive.