

3818 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

- Inadequate sources of objective information on both drug properties and drug costs.
- Widespread reliance by prescribers for their continuing education upon the promotional materials distributed by drug manufacturers.
- The exceedingly rapid rate of introduction and obsolescence of prescription drug specialties.
- The limited time available to practicing physicians to examine, evaluate, and maintain currency with the claims for both old drugs and newly marketed products.
- The constant insistence on the idea that the average physician, without guidance from expert colleagues, does in fact possess the necessary ability to make scientifically sound judgments in this complicated field.

Information Sources

Several significant approaches have been attempted to cope with this problem. In the United States, a small number of independent publications--which do not publish advertising--seek to present objective evalua-