

In addition, it is important to be aware of the exalted position the physician has in the lives of his patients. While many patients have become disenchanted with the AMA, organized medicine, etc., most still cling to the impression that their personal physicians are both omnipotent and omniscient. This is understandable since it insures that the doctor will be better able to help the patient in the time of his need.

Unfortunately many physicians enter into the fantasy entertained by their patients and fulfill their own infantile wishes to be omnipotent and omniscient. The average physician is not about to step off the throne that makes him God.

A compendium will still be a legitimate educational tool and it will have to compete with Madison Avenue tricks. It would be more likely to be successful if we could fill it with free gifts, gimmicks, and gadgets, and in the long run, we may have to learn Madison Avenue tricks which will give us some chance of beating the drug industry at its own game.

STATEMENT OF DR. DALE CONSOLE AT THE KEFAUVER HEARINGS, 1960

I wish to introduce this statement by making my position clear. I am here by invitation and assume that invitation was extended to me because it was felt that my experience as a former Medical Director in the pharmaceutical industry would enable me to assist this committee in its work. I am not here as a witness against the firm with which I was associated. Since I destroyed the records in my private file when I resigned from the industry, I can offer nothing which can be construed as proof. I can offer a distillate of my experience and the opinions I have formed as a result of that experience. These are opinions and are intended to serve only as guides.

There is a simple maxim, I learned from detailmen, which is known to most if not all in the pharmaceutical industry. "If you can't convince them, confuse them." This is a valuable tool in the industry and I have seen it in operation as a guide to detailing as well as to other forms of advertising and promotion of drugs. It operates in what Dr. Lasagna has so aptly called the "numbers racket" with its never-ending barrage of new products, confusing names, conflicting dosage schedules and indications, claims and counter claims. I have seen it in operation here in statements made by industry spokesmen.

Part of that confusion arises from the unqualified use of the term "drugs". Not all drugs are the same and unless we understand this we cannot understand each other. For our purposes I would classify drugs roughly in four categories:

1. Effective drugs prescribed only for patients who need them.
2. Effective drugs prescribed for patients who do not need them.
3. Drugs from which all patients derive either no benefit or no more benefit than would be derived from an inexpensive substitute.
4. Drugs which have a greater potential for harm than for good.

These are all products of the pharmaceutical industry and it should be clear that the cost of drugs cannot be measured by price alone. When a patient pays for a drug which he does not need or for one from which he derives no benefit the cost is excessive regardless of price. To assume that all drugs fall into the first category and to concentrate on lowering the price of a broad spectrum antibiotic pill from sixty cents to fifty or even to forty cents is to miss the point. If we include everything from research cost to the salary of the detailman the total cost of creating, producing and selling drugs in the last three categories exceeds that of effective drugs properly prescribed.

Unfortunately drugs are not always prescribed wisely, and while the physician and patient, among others, must share the responsibility for this with the pharmaceutical industry it is the industry which carefully nurtures and encourages the practice. The incidence of disease cannot be manipulated and so increased sales volume must depend at least in part on the use of drugs unrelated to their utility or need, or in other words, improperly prescribed. Human frailty can be manipulated and exploited and this is fertile ground for anyone who wishes to increase profit. The enormous sales of so-called tranquilizers are only a small part of the crop reaped from this ground. The pharmaceutical industry is unique in that it can make exploitation appear a noble purpose. It is the organized, carefully planned, and skillful execution of this exploitation which constitutes one of the costs of drugs which must be measured not only in dollars but in terms of the inroads the industry has made into the entire structure of medicine and medical care. With the enormous resources at its