

Then, in another case, the Court said:

Of the severe reactions reported, the first apparent instance in which death resulted was in March of 1959. It does not appear that Parke, Davis made any effort to determine the cause of the high incidence of reactions, and only a cursory attempt was made to investigate the cause of a death attributed to the use of Quadrigen.

This is just one brand name. We do not have such cases on a generic company. Were you aware of these cases?

Dr. ALFANO. No, Senator, I was not aware of that.

Senator NELSON. This raises an interesting example, Doctor. I will wager that hardly anybody in the medical profession is aware of these cases. But if this had been a generic company, you would have seen the Pharmaceutical Manufacturers Association grind out a load of propaganda attacking generics, reciting the deaths which resulted, saying it was a generic company, you cannot trust them, and all of the medical journals in the country would have run their stories. Because every time you make an attack like that, they get publicity. The case of chloramphenicol is an example.

So you have an interesting case here of a distinguished brand name manufacturer. Nobody knows about these cases. Because you can bet your hat that the Pharmaceutical Manufacturers Association did not spend money to notify the medical journals, and the medical journals have a tendency, from my reading of them in general—some of them much worse than others—to more or less ignore such things when it involves a brand name company that advertises in the journal. I think these are interesting cases and I shall put them into the record at the end of today's proceedings.¹

Dr. ALFANO. I believe the example of Parke, Davis, when it was known that chloramphenicol or Chloromycetin caused aplastic anemia, I believe the record shows that the medical profession reacted to the bad result or this complication of the drug. Their sales dropped off. It was reported that way. You will probably find that the medical profession does not depend on outside agencies to get this type of information. The American Medical Association, I am sure, will list this result.

Senator NELSON. On this I think you will find there is an interesting relationship. Part of the committee consideration here is to ascertain the relationship between the medical profession and the manufacturers. What I am saying is that they would have ground out the story in big press releases and announcements and all the medical journals would carry it, attacking and saying, here is another example why you can't trust a drug under its generic name. The doctor reads that and says, oh, oh, you have to stick with the brand name. This is a fantastic propaganda machine.

Dr. ALFANO. I do not believe a doctor chooses on that basis, really. At least, I hope not. Otherwise, we are in trouble in this country.

Senator NELSON. You mentioned the case of chloramphenicol. I believe that was the most tragic case of misprescribing of drugs probably in modern history. But the organized medical profession did not make a point of informing its members—those who were misprescribing. This committee conducted extensive hearings, and because of the vast publicity and the lawsuits started around this country, the

¹ See information beginning at p. 4558, *infra*.