

Dr. ALFANO. Oh, sure, this accounts for part of the cost of the drug, right.

Senator NELSON. Of course.

Dr. ALFANO. A detail man is more than a salesman. In my area most of these men are registered pharmacists. The detail man provides the physician with information on new products plus a review of established drugs.

True, he endeavors to have the physician use his firm's products. It's logical because without sales the firm would go out of existence. However, the detail man's first job is to inform the physician about the drug, how it works, the side effects, and contraindications.

He must provide the research reports and reprints of clinical trials of the drug, answer questions and supply or obtain whatever additional data the doctor may desire.

A drug detail man is more than salesman, he is a professional who is well informed about drugs. A liaison between his firm and the individual physician, he is the man turned to by the hospital, the pharmacist, and the physician to obtain whatever is required either in drug information or services.

Research at the rate of more than a million dollars a day is carried on by the pharmaceutical firms. Naturally, each company strives to come up with a product which will return the money spent for research. But this does not happen with predicted regularity. But all this is not lost because both the positive and negative results contribute to mankind.

Pharmaceutical firms support continuing medical education. They support postgraduate programs by grants to pay for eminent speakers. The firms do not require that their products be mentioned or discussed in the post graduate programs. In fact, they made a point of stating that all they desire is a credit line indicating the company is sponsoring the program in part.

They support continuing medical education because they know it is vital for the medical profession and the public. Certainly they are aware that a better informed profession will result in benefits to the entire pharmaceutical industry.

The pharmaceutical firms provide almost unlimited quantities of new drugs to clinical investigators in order to determine the effectiveness and safety of the new product. Financial support is given to carry out the clinical trials of a new drug which entails the keeping of extensive records, almost constant laboratory examinations and close observation of the patient.

After a drug has successfully passed the clinical trials, the drug firms support scientific exhibits which present the results of the clinical trials. It is in the interest of the pharmaceutical firm to support a scientific exhibit which is centered around one of its products. However, a scientific exhibit is an excellent method of making known to the profession the existence of a new drug. Scientific exhibits use the generic name of drugs in the display material and mention the trade name and the manufacturer as a footnote. Most important, the physician who participated in the clinical trials is available at the booth to answer questions and to add whatever additional explanation may be needed. The scientific exhibit's purpose is to make known the existence of a new drug and the results of the drug with patients during clinical trials.