

Senator NELSON. Of the cost of publication?

Dr. ALFANO. Right.

Senator NELSON. I see.

Then what's the other income from, subscriptions?

Dr. ALFANO. Yes.

Senator NELSON. Do these two factors constitute the total income, subscriptions and advertising?

Dr. ALFANO. Yes, subscriptions, advertising, and there is a small amount from reprints of articles that are published in the journal. An author may wish to have a hundred or a thousand reprints, whatever he desires. There is a cost for that.

The income from drug advertising allows a publication to publish more articles per issue and special features which benefits the profession and the public. For example, I would like to have more advertising income in order to develop a monthly feature on surgical anatomy and surgical technique. This is a very expensive endeavor since it requires the talents of medical artists and surgical anatomists. I hope that all will agree that this is a worthwhile endeavor.

Mr. GORDON. Doctor, may I interrupt? When you say you would like to have more drug advertising to publish more articles, what you are really saying is you would like to have the public, the drug-consuming public, pay for this. Surgeons do very well financially. Why should they not pay through higher membership rates or higher subscription rates?

Dr. ALFANO. Well, I have not tried that system. You mean assess the individuals who receive the journal higher amount?

Mr. GORDON. When you say you want more advertising, you are really saying that you want the consuming public to pay for it.

Dr. ALFANO. Well, the public, I am hoping, are the ones who benefit from the results of the journal, or from the journal itself. They are the ultimate ones to benefit from it.

Mr. GORDON. But it is pretty indirect.

Senator NELSON. Please continue.

Dr. ALFANO. A medical publication does not come in contact with the drug companies who advertise in the publication or the drug companies who are potential advertisers. A medical journal has a space representative who contacts the advertising agencies representing the drug companies. Thus, there are two independent companies between the medical journal and the drug company.

The men and women engaged in medical publications have earned the respect and trust of their readers and that is really what counts regardless of what some outsiders may say in an attempt to undermine the integrity of medical publications and the sponsoring medical societies.

Senator NELSON. In any event, does not the fact that a medical journal—any medical journal—that depends in substantial part on advertising by a drug firm, does it not really end up having, even unconsciously, a subtle effect upon the position the journal might take on the kind of promotion that is in the ad, or criticism of the industry itself? The publication is relying—it does not make any difference whether it is a medical publication or newspapers or what have you, when they receive substantial moneys from an important advertiser, is it not just potentially inherent in the case that they are going to be