

Senator NELSON. Let me ask another question.

What kind of distribution is given to the studies made by the National Academy of Sciences?

Mr. SCHNEIDER. Once it becomes public, anyone who wants it can ask for it and receive it. We do not distribute it per se. Our press relations office has it available to anyone who is interested.

Senator NELSON. That was stated in the Federal Register?

Mr. SCHNEIDER. Yes, sir, that is correct.

Senator NELSON. Thank you.

What puzzles me about it is, here is a very important matter and apparently, there has been no report in JAMA, and 5 months have gone by. Now, I feel like this, where there is an independent press that is reporting to consumers on things all the time, the moment the Federal Trade Commission says something about the tire or about this or that, there are big stories about it in a number of magazines.

STATEMENT OF DR. EDWARD R. ANNIS ET AL.—Resumed

Dr. ANNIS. I am surprised they did not pick up this one.

Senator NELSON. They might have. What surprises me is that the medical journals did not. This brings up a question that people have raised, as you are well aware, over the years, regarding the tie-in between the drug industry and the medical profession—and the large amount of advertising.

Dr. ANNIS. Senator, this might be a good place to raise this question: Has anybody testified as to the percent of drug advertising that is spent with the American Medical Association and our fine professional journals? I think you will find, and this is prescription advertising, that we get approximately 13 percent of the total budget expended in this area.

Senator NELSON. Thirteen percent of whose budget?

Dr. ANNIS. Thirteen percent of the moneys expended for medical drug advertising is spent in our journal. This is where we get our professional readers.

Senator NELSON. You mean 13 percent of the total amount of money spent by the industry—

Dr. ANNIS. Right.

Senator NELSON (continuing). Is spent by the—

Dr. ANNIS. No, spent by the industry in advertising drugs. The rest of it is spent in other competitive publications.

Senator NELSON. I do not have that statistic.

Dr. ANNIS. My only point is that we are not alone in exposing the profession to this kind of advertising. And if, in truth, as you indicate, there has been advertising that has slipped through our screens, that in retrospect, at least, might better not have been accepted, we plead guilty of human frailty.

My point is that in this particular instance we are only—13 percent is a good percentage, but it is certainly not an overwhelming percentage of the recipients of drug advertising. So that if changes are to be made by the medical association alone and no change is instituted in other areas, you will not accomplish the desired objective.

Senator NELSON. Let me say, Doctor, that I intend to raise the question with all recipients of prescription drug advertising.