

We agree with you totally as far as the dangers of the misuse of any drug, and we are doing everything we can. We have made appointments with Dr. Ley; he has had to cancel them on a couple of occasions because of other, more pressing business. But we will continue our efforts.

And he has agreed, as quickly as possible, to meet with our council on drugs and our representatives toward this end of improving the effort of communication that you feel is so essential. We are in agreement.

Senator NELSON. Let me say I respectfully suggest that alcohol is not analogous. You say the recipient has to listen.

Dr. ANNIS. He has to be sold, too.

Senator NELSON. But the recipient in the chloramphenicol case does not know, has no option of his own.

Dr. ANNIS. The recipient of the message is the doctor who still overprescribes or unwisely prescribes. We are talking about getting a message to the physician who prescribes the drug.

In this instance we agree with you, we have to get more messages to more physicians who unwisely prescribe it.

Senator NELSON. The issue I am raising, Doctor, concerns promotion of drugs by the drug industry.

Dr. ANNIS. This is a part of education.

Senator NELSON. I think it appears clearer and clearer to me as I read the past hearings, as I read the testimony that comes here, that in fact, we have a case in which the drug industry, by its advertising promotion directly to the doctor and through the medical journals, is so persuasive and effective that it persuades doctors to use drugs for purposes that are not indicated. It seems to me this clearly demonstrates something wrong with the whole method of bringing drug information to doctors. Chloramphenicol is just one dramatic example of the total picture. I do not claim to know the answer.

I would think it ought to be a matter of such concern to the profession that it would reexamine the whole relationship with the drug industry and the whole relationship in terms of advertising, in terms of drug promotion, because it is pretty clear that the drug industry is outpacing the drug experts in the profession by a country mile day in and day out.

Dr. ANNIS. Senator, I would not agree with the premise. I have seen what drugs have done to change the whole face of medicine.

Senator NELSON. I am not arguing about that, Doctor. I am not objecting—

Dr. ANNIS. But I would object, I would object strenuously when you give the impression that doctors are dolts; that they do not know what they are doing—that they are persuaded by some advertising and the rest, and that this is the only basis on which doctors are acquainted with the drug and upon which they made a decision for a drug.

This is only one part of the overall educational process.

Senator NELSON. Nobody is saying that the drug industry has not made a great contribution. All I am saying is that there are distinguished people in the medical profession who have testified already, there will be more who will testify, who say that the influence of the drug industry on the medical profession is far greater than it ought to be.