

Mr. HARRISON. Let us take the claim that is made and is subsequently found to be inaccurate. From my own limited experience, what happens is that the FDA comes back and finds that a particular statement, one of many statements that is made, is inaccurate; or that a statement which should have been included was omitted. In other words, I do not believe that we are speaking about a complete fabrication. FDA may find that one of the contraindications is not noted in the ad.

I believe that we would find in most instances, or in all instances, that the fault found by the FDA is the failure to include a contraindication that should have been included, or perhaps a misstatement of one fact which is only one of the many facts that must be included in the advertisement. It is of a limited nature in that respect, and I wonder whether or not it would warrant the kind of communication you indicate is needed by way of advertising.

But going back to my own schooldays, Senator, I recall when we discussed advertising as such, we found that the best way to communicate, the most effective way, was on a person-to-person basis, and that as you went down the ladder, the next best way to communicate was by direct mail, because that went to everybody, and we assumed that everybody opened up their letters and read the communication. Down the line somewhere was the advertisement in a periodical or newspaper, which might or might not be seen by the individual.

Now, apparently, here, the Food and Drug Administration has communicated with every one of the physicians in the country by way of a "Dear Doctor" letter, or has required the company to communicate by way of a "Dear Doctor" letter. It seems to me, Senator, that a very effective mechanism has been established to provide that physician, even if he never saw the ad originally—which is probably the case in most instances—with the information that has been required. I do not think anybody can improve upon that situation unless we got on the phone and called all 300,000 doctors in the country.

Senator NELSON. I would say to that two things: one, I have had several doctors say they never bother to read them.

No. 2, that does not relieve the AMA of its responsibility to the profession. It would seem to me that AMA could be quite dramatic and effective in two ways: one, convey to the doctor that you had a brand name company advertising in your publication that lied to you, and they were required to reform their ad or cut it out; that they were required to write a letter to every doctor in America. That would take a little gloss off of what all the doctors are saying, that you cannot trust anything but the brand-name company.

Secondly, I do not know how the doctors are going to keep up with this reading two "Dear Doctor" letters a month, 29 over the past 2 years.

Dr. ANNIS. The mail is measured by inches on this, Senator.

Mr. HARRISON. The publications are measured by feet.

Dr. ANNIS. First-class letters are in that pile. And the publications are measured, as Mr. Harrison said, by the foot.

We have indicated that we are a fallible organization, as are those who review our advertising, and if there are necessary changes by virtue of the facts, these will be instituted.

Senator DOLE. How many persons, other than doctors, receive the journal? What is the total?