

not been able to find any evidence that demonstrates that the generic or the brand, either one, was any better than the other, consistently or otherwise.

Thank you.

Dr. POLLARD (reading).

DETAIL MEN

Many detail men offer the physician useful information about a product he is selling. Many times he renders a real service in getting a supply of a medicine his company makes in small amounts for rare diseases. If he is the kind of man who is poorly trained or a pressure type of salesman, his chances of getting to see the doctor again are pretty slim. In other words, there are detail men both good and bad and most physicians have no difficulty telling the difference.

TESTING DRUGS

Drugs should be treated by someone who knows about testing drugs. Many of our members are superb clinical investigators and do in fact carry on a lot of the clinical testing of drugs. With the kind of regulations being required by FDA, it would seem logical that the experts in a pharmaceutical company should continue to test drugs. Any good company would be as interested as anyone else in the quality uniformity and effectiveness of its products.

RELATION OF DRUG INDUSTRY TO THE MEDICAL PROFESSION

It would seem obvious that such a relationship would be a close one, because the therapeutic agents developed by the pharmaceutical companies can only be used for patient care upon order of a licensed physician. Probably the physicians exert more control over the industry than vice versa. In any case, we will attempt to delineate what relationship exists between the American College of Physicians and the pharmaceutical industry.

As we have already stated, the college's only function is to provide its members and other physicians with adequate educational opportunities in our specialty. One part of this educational activity relates to educating the physician about drugs and other therapeutic agents. Although the college's educational program is much broader than offering only information about drugs, we will outline at this time the ways in which we help educate physicians about drugs.

The college publishes the *Annals of Internal Medicine* which is the leading journal in our specialty. Its circulation is 47,000, of which approximately 15,000 are members of the American College of Physicians.

In this journal, as you can see, we display advertisements for a variety of products, including drugs, instruments, books, and educational opportunities. The policy of the college is that advertising pages will occupy no more than 40 percent of the total. Usually the percentage is less than this. Each advertisement is subject to review by a committee of four physicians. The work of this committee has been considerably lessened since the FDA rules on advertising copy have been adopted. However, the committee does look carefully at