

thing seriously wrong. I have read your testimony. I am not at all exactly sure what you are saying, or whether there is not a different inference here. Can you tell me in just a few words what is the problem here? I would like to come to grips with this problem.

Mr. MARTIN. I see the problem, and unfortunately I was ambiguous here. I think I make the point in the next two statements. I think to say that the majority of these students are dishonest, unethical, or anything else, is absurd. They are not. To go on, they are not insensitive to the problems of the community. They are not insensitive to health care costs. They are not insensitive to any of these things. I do not think that my testimony should reflect any degree of negative evaluation on the part of these students. To say that is, I think, absurd. I have a black bag, and I consider myself deeply involved, very concerned, and I do not think that my taking a black bag or a stethoscope has tarnished my ethics or concern for the community. I think this goes for the vast majority of medical students, and I have a feeling this is a symbolic gesture, for some people it is a very symbolic gesture. I happen to think that they are missing one of the major points of the entire issue, and if this is their symbol, fine. I think that most medical students have not chosen to make this symbolic gesture and are none the worse for it as far as morals or ethics go. I want to make that clear and I tried to later in my testimony.

I point out in the next paragraph that at our convention this was a very hotly debated issue. Some of the students who were indeed the students behind the return of the black bags were very ascerbic. They argued very loudly, often rudely. They confronted the drug companies. They picketed. They were almost at the point of physical confrontation with a lot of the drug people—hardly a rational argument about what needed to be done in regard to a very large problem, of which black bags happened to be a very small part when you talk about health care problems in our country. But nonetheless, I was very impressed by the fact that the pharmaceutical companies, even after this, showed no vindictiveness in regard to retaliation on our organization. And, in fact, they have very recently become desirous of much more communication. And I go into this in more detail later.

It is also my belief that pharmaceutical companies will come to recognize the changes that are occurring in medical students across the country. I think they will increase their support to community-oriented projects and they will accept the deemphasis of funding of social functions and begin to shift their support to more clearly definable educational programs. Like I point out, there has been no retaliation. In regard to the impact, to say drug companies are successful in "buying the future physicians of America" is both without basis in fact and a slur on the professional ethics of a future generation of physicians. I do not think that the moral outrage of a very small percentage of medical students reflects moral purity on their part by any means. Rarely do students feel any obligation to the company that has provided them with a particular instrument, book, or service. And I for one am included in this category.

There can be little question, however, that promotion does make company names more familiar and that advertising can make brand names almost second nature, especially when most available sources of information are based on company or brand name distinctions.