

To me it is inconceivable that practicing physicians, often with incomes greater than \$30,000, would be swayed to any great degree by an autographed golf ball or a cocktail party. The vast majority of medical students, as well, are either indifferent or critical about the overt blandishments of the pharmaceutical companies; and it is unlikely that future medical professionals would be involved in unethical schemes for \$500 worth of gratuities.

The problem in regard to the relationship of medical organizations and medical journals is quite complex but there has been little substantive evidence to show that there is an unethical relationship between the editors of JAMA, the New England Journal of Medicine, the American Journal of Medicine, or various AMA specialty journals and pharmaceutical companies.

Senator NELSON. Exactly where are you now?

Mr. MARTIN. I am on top of page 14, sir. We are talking about the ethical relationship. In your letter you requested a discussion about the relationship of the medical profession to the pharmaceutical industry. Implicit from previous testimony, I think, was a question of the ethical relationship between these two groups, and I was trying to address my comments to that.

Senator NELSON. I understand.

Mr. MARTIN. Our journal, as I pointed out, has had a student editorial staff since September of last year, and in our journal there is no relationship between our editors and the advertising policy, which is set by our editorial board. In other words, they are never influenced one way or the other. In fact, Mr. Gordon who receives The New Physician, will tell you that we publish a great number of articles with a wide diversity of views about many issues, many of which are unpalatable to the drug industry, independent of the rise and fall of our income. There is no question that a pullout by pharmaceutical advertisers would hurt the journal, but I can assure your committee that we will continue to publish and I think this helps to define the relationship at least in regard to this one journal. More independently, or in addition, there has been no indication that the pharmaceutical industry has or would exert pressure of the sort with our journal. We have received no pressure whatsoever in regard to our editorial policy.

Senator NELSON. We have heard testimony to the effect that——

Mr. MARTIN. I was just speaking of our journal. I cannot speak for, of course, other journals.

Senator NELSON (continuing). Companies have withdrawn advertising from a journal because of criticism in the journal's editorial literature of their particular drug.

Mr. MARTIN. This actually happened with ours, but this did not affect our editorial policy whatsoever. That is really not overt pressure to us. I mean it is sort of their choice anyway, and we just change the number of pages that are put out.

I would submit that the true relationship of the medical profession to the pharmaceutical industry is exceptionally poor. There appears to have been little meaningful communication between the pharmaceutical companies and physicians in regards to the basic ethical questions which now confront both groups. For example, only now are medical students and pharmaceutical management representatives beginning to undergo the necessary metamorphosis to a joint professional