

Medical students have been recipients of awards ranging from cash gifts to gold watches. Several similar awards have been presented students in the School of Pharmacy. A more complete listing is attached as exhibit F.

FINANCIAL AID

The contributions the pharmaceutical industry makes to student financial aid affects the Schools of Medicine and Pharmacy but not Dentistry and Nursing, and are made both from corporations and foundations. The scholarship committees for the Schools of Medicine and Pharmacy select the recipients for aid funds using their own criteria. As in the case of awards, these funds are provided to students under the name of the supporting organization. Six organizations have provided approximately \$9,000 in student support at University of California Medical Center in less than 1 year.

Industry and foundation support for education has become an accepted and essential fact in the present educational system. Yet it must surely be a rare occurrence that we have allowed this support to be manifest in a manner which may exclusively benefit an individual company or industry.

EDUCATIONAL MATERIALS

Educational materials provided by the pharmaceutical industry include audiovisual aids, pamphlets, monographs, and atlases. These published materials, records, and models are distributed at times through teaching departments in the medical school, but are not integrated into the general course work.

By that, I mean when instructors cite references, or refer us to a portion of some text, they do not receive these referrals or cited references.

Films have been shown during noon hours in vacant classrooms. These are arranged and publicized by the detail men or representatives of the responsible company. Exhibit G gives a listing of the materials which I have found to be available.

For the most part, the content of the materials which are being considered, represents a duplication of that which is available to me in my texts and courses. Use of privately produced material demands continual evaluation of the objectivity of the information and presentation, which I do not feel is necessary to the same degree when I am using educational material produced or recommended for purchase by the university.

Industry participation in the educational process seems to be gaining devotion by company sponsors. Or, perhaps greater efforts are being made to disseminate materials which have always been available.

From personal communication with drug company representatives, I have learned that more programs are contemplated in the future than have been evident in the past. Companies are turning their attention toward establishing departments specifically responsible for the production of educational and instructional tools. This effort has been extended to the production of video tapes for distribution to medical schools for use in the teaching of certain disciplines.

Each of the items listed in exhibit G are provided free of charge and carry the name of the company which produced and furnished them.