

In general, JAMA is rated very highly by the advertisers. There is some feeling expressed, however, that JAMA is frequently inclined to be over the heads of the majority of the readers. There are several requests for a clearer definition of the function of JAMA.

The feeling is also expressed that JAMA, in attempting to be so complete as to satisfy the one or two percent of the readers at the high extreme, tends to overawe the great majority of readers, who are interested in greater simplicity and less completeness. Most of the 135,000 AMA members, several advertisers point out, will never take any refresher courses, and the AMA Journal should do its best to take their place.

#### FINDINGS

In the "Recommendations", we have listed specific methods whereby the AMA can improve medical advertising and increase its advertising revenue. The majority of these recommendations were made explicitly by the manufacturer and advertising agency personnel with whom we talked.

It has been estimated that medical advertisers spend around \$130 million a year for advertising and promotion: \$100 million for detailing, \$22½ million for direct mail, \$7½ million for journal advertising. In 1952, the AMA received \$3,137,000 of this, of which \$3,009,000 was for space in the Journal of the AMA. The AMA received an additional \$270,000 for convention exhibits. The dollar increase over previous years is the result of rate increases, not of increases in the amount of space sold. This has decreased slightly since 1948, during the period when *Modern Medicine* and *Medical Economics* have increased their amount of space sold by about 40%.

The total amount of expenditures for advertising and promotion of medical products is very large. Much of it, as we shall see in our physician survey on advertising, is wasted.

The AMA has a serious responsibility to the medical profession to raise the level of medical advertising, and to make it as useful as possible to physicians.

Especially today, with so many new developments in the field of medicine it is extremely difficult for the average physician to keep current. Of the 150,000 physicians who are practicing in the U.S., only a very small proportion get any additional formal medical training after completing their internship. Keeping them up on new developments, insofar as it is done, is accomplished not only through professional journals and meetings, but in probably a larger degree than the medical profession has ever admitted to itself, through the efforts and expenditures of the advertisers—through detailing, direct mail, and journal advertising.

The advertisers, as we shall see, have the feeling that physicians, and even more so the AMA as an organization, view them as greedy, selfish promoters who are interested in exploiting the medical profession and the ignorant general public. Unquestionably, there are a small number of fly-by-night operators who would take every advantage possible, if not controlled.

The reputable, large drug and equipment manufacturers, however, who account for the great majority of sales, have long ago realized that, from the point of view of self-interest, if for no other reason, they must maintain high standards and go in for a high degree of self-policing.

For the AMA to raise the standards and effectiveness of medical advertising, there must be mutual understanding and respect between itself and the medical suppliers. If the AMA fails to be more understanding of the real problems of the medical suppliers, if the Council requirements are unnecessarily exacting and the administrative processes unnecessarily involved and time-consuming, then the medical manufacturers will circumvent direct control by the AMA.

This is not a vague or remote possibility. It is happening today to an increasingly large degree.

The only direct control which the AMA can exercise on the medical manufacturers is through the Councils, and the acceptance or rejection of advertising in the AMA publications. Medical manufacturers do not have to work through the AMA. Failure to get Council Acceptance on products will not hurt sales in most instances. Advertising of their products is eagerly and aggressively sought by a large number of medical publications which have wide circulation and readership among physicians, and who do not require Council Acceptance.

The AMA is the logical organization to maintain high standards, both in medical products and in medical advertising. The manufacturers would rather that