

9. CUSTOMER LIAISON

CONTACT WITH FIELD ACTIVITIES

CUSTOMER REACTION TO QUALITY AND SUPPORT EFFECTIVENESS

10. CLINICAL EFFECTIVENESS AND THERAPEUTIC EQUIVALENCY

FOR SEVERAL ITEMS AS DATA BECOMES AVAILABLE

MILITARY PHYSICIANS AND PATIENTS ARE CAPTIVE CONSUMERS

EQUIVALENCY ESSENTIAL TO PRACTICE OF MEDICINE

OBJECTIVE: THERAPEUTIC EQUIVALENCY OF SAME DRUG ITEM, PRODUCED BY DIFFERENT MANUFACTURERS, AND DISPENSED INTERCHANGEABLY IN A GENERIC SYSTEM.