

4. We are hoping the medical literature will be improved with less duplication of previously published material and with more reports of adequate and well-controlled clinical trials which have been carefully assessed by editorial boards before publication.
5. We are working to get true balance or full disclosure in all medical advertising so that this \$500 million effort becomes primarily educational, and accurately and fully presents a drug's advantages and disadvantages.
6. Detailing, as a part of advertising, will also have to achieve true balance and full disclosure. It is realized that this will be difficult to achieve and to monitor but it must be done.
7. Finally, we are working to make the general public more knowledgeable and active in the area of drugs. They should be more adequately informed of the hazards as well as benefits inherent in drug use. The fully informed citizen would be unlikely to accept Chloromycetin for a cold or some other powerful and potentially hazardous agent for a minor complaint. Likewise, an adequately informed populace would be less likely to press a physician for drug therapy when his professional judgment led him to recommend against it.