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## COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

To fulfill <u>our</u> obligation to keep physicians fully informed about drug efficacy, we will require all drug labeling and advertising to disclose the efficacy ratings of the products involved while required studies are being done to determine their efficacy. We have also taken appropriate steps to keep other Federal and State agencies informed of our actions in the Drug Efficacy Study Implementation.

In the months ahead, a number of drugs will fall by the wayside and many others will establish the evidence of efficacy required by law. A massive project such as this cannot be completed without arousing some emotions. Our policy in this and all matters facing the agency is clear, "We do have an emotional commitment, a simple one; this is to take the emotion out of our work. We are not interested in any kind of confrontation, in political or bureaucratic victories; we are moving very swiftly toward relationships based not on crusades or rhetoric but on matters of equity and justice and effectiveness."

With the great deal of critically important work which lies ahead of this agency in the drug area, we recognize our responsibility to take all steps necessary to assure the soundness of our scientific judgments and the efficiency of our operations. To accomplish this, we have taken the following steps:

 In the past two years, we have not only strengthened our own internal staff, but we have called upon the expertise of the medical and scientific community to assist us in strengthening our scientific reviews.