

10726 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

DISSEMINATE AND PUBLICIZE SUCH INFORMATION TO THE PHARMACY PROFESSION. IT HAS BEEN OUR FIRM BELIEF THAT SUCH INFORMATION IS NECESSARY IF PHARMACISTS ARE TO PRACTICE THEIR PROFESSION MOST CAPABLY AND IF THE PUBLIC IS TO BE BEST SERVED WITH PHARMACEUTICAL PRODUCTS WHICH ARE BOTH EFFECTIVE AND SAFE (SEE EXHIBIT A APPENDED AS ILLUSTRATION OF ARTICLE FROM AUGUST 1960 APhA JOURNAL EXPOSING UNQUALIFIED DRUG MANUFACTURERS).

MOREOVER, THE ASSOCIATION EACH MONTH PUBLISHES LISTS OF FDA DRUG RECALLS, COMPLETE WITH PERTINENT ANCILLARY INFORMATION PERTAINING TO EACH RECALL, IN ORDER TO ENSURE PROMPT AND WIDESPREAD DISSEMINATION OF SUCH INFORMATION TO PRACTICING PHARMACISTS (SEE EXHIBIT B APPENDED AS EXAMPLE FROM FEBRUARY 1974 APhA JOURNAL). AT TIMES, RECALL INFORMATION EITHER MAY NOT BE SUFFICIENT OR APPROPRIATE TO COMMUNICATE THE PECULIAR PROBLEMS WHICH MAY RELATE TO A CERTAIN DRUG, IN WHICH CASE APhA HAS PREPARED AND PUBLISHED SPECIALLY WRITTEN ARTICLES, SUCH AS THE RECENT SERIES IN CONNECTION WITH DIGOXIN (SEE EXHIBITS C, D, AND E; ARTICLES FROM APhA NEWSLETTERS DATED JUNE 23, 1973, JANUARY 19, 1974, AND FEBRUARY 2, 1974).

FURTHERMORE, WE HAVE VIEWED OUR RESPONSIBILITY AS BEING MORE THAN SERVING SIMPLY AS AN INFORMATION PIPELINE TO THE PROFESSION. AS THAT COMPONENT OF THE HEALTH CARE