

Before discussing specifics of the proposed program, we feel compelled to mention that it is most distressing to us that HEW has permitted the controversy over the MAC program to ferment for what is now over a year since the policy was announced. This delay in putting the policy into effect has permitted its opponents the opportunity to develop and conduct a well-organized propaganda campaign to build opposition in several quarters to the MAC program.

APhA is well aware from communications it has received from pharmacists throughout the country that physicians and pharmacists have been subjected to an intense pressure campaign by certain firms in the drug industry in an effort to generate their opposition to the MAC program. We also know from propaganda materials transmitted to APhA that what pharmacists and physicians have been and are being told about the MAC program and the facts of the MAC program—based upon our own review and analysis of the MAC regulations—are frequently entirely different things.

I can say personally that in my entire professional experience I have never witnessed a more intensified propaganda campaign than that which has been and is still being conducted by drug industry opponents of the MAC program.

Senator HATHAWAY. Can you name some of those firms?

Dr. APPLE. Ayerst Laboratories, Wyeth Laboratories, Warner-Chilcott, and Eli Lilly are among some of the firms that we have knowledge about.

Senator HATHAWAY. What kind of pressure have they been exerting? What action have they been taking?

Dr. APPLE. Basically, Senator, it is in the form of propaganda material that is published on plain paper without any identity of the actual manufacturer, which is distributed to the pharmacist. The propaganda attempts to convey the impression that there are many inferior drug products on the market. The propaganda discusses the bioavailability issue in a way to attempt to scare both the physician and the pharmacist, and convey the impression that the Government is attempting through the MAC program to foster inferior drugs on patients.

Another aspect is to raise a fictitious administrative cost figure to operate the MAC program that runs anywhere from \$180 million to \$200 million or more. The propaganda outlines a number of incremental costs to administer the program which are completely unrealistic.

Senator HATHAWAY. Do you have a sample letter that we could put in the record; or if you could obtain one and give it to us we would appreciate it?

Dr. APPLE. At the request of the chairman, we have turned over to the committee all of the copies of such correspondence that were sent to us.

Senator HATHAWAY. Good, thank you.

And do you have the list of organizations in addition to the ones you have already mentioned?

Dr. APPLE. Yes, sir.

Senator HATHAWAY. Fine.