

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 11925

To benefit the pharmaceutical industry by promoting public relations programs on behalf of pharmacists and others in the industry.

To collect and disseminate information concerning laws, regulations, and governmental agencies dealing with the manufacture and distribution of prescription medications and other pharmaceutical products as a contribution to the better understanding thereof in the public interest.

To encourage the improvement of health care, the Council maintains close relationships with pharmacists, physicians, professional organizations, and colleges. NPC also confers with administrators of governmental and other third-party-pay health-care programs to keep informed of their policies and procedures and to offer assistance in the development or improvement of such programs. To exchange information and views with consumer groups and related organizations, NPC has recently established a public affairs office.

Because of its long-held concern for the maintenance of high-quality health care in this country, NPC is pleased to have the opportunity to present its views on the Department of Health, Education and Welfare's proposal to establish Maximum Allowable Costs for prescription drugs purchased under Medicaid, Medicare, and other Federal programs.

The Council agrees with HEW's desire to contain the costs of drugs purchased under Federal programs. The objective, however, must