

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 11957

and indeed pharmacists would have, in arriving at actual acquisition cost in this highly complex market, and we are exploring various means of estimating acquisition costs that would come much closer to true cost than current published prices.

We estimate additional savings of up to \$40 million from this provision, depending on how closely acquisition costs can be approximated.

The third and final element of the MAC program is the compilation and distribution of comparative price information to physicians and prescribers and, on request, to interested consumers. While physicians have a great deal of clinical information on drugs, they have little or no information on the relative prices of different drugs having the same therapeutic indications. The price information would be presented by therapeutic category and would include both multiple and single source drugs. A similar program has been in effect in Canada for a number of years with positive results.