

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 12343

consumer savings where substitution is permitted, in the District of Columbia, in Massachusetts, or in Canada. On the contrary, as the 1974 study of the Council on Economic Priorities documents, significant consumer savings are more consistently achieved through the thoughtful prescription of economical trademarked preparations, rather than through the use of generic terminology or substitution.

In short, then, the data presented by the American Pharmaceutical Association consists of a listing of the rare and unrepresentative oddities of drug marketing, and the involved use of that spurious data to justify abandonment of control by the prescriber of the product selection privilege. There can be no doubt that physicians' prescribing practices can be improved, and that active collaboration between the physician and the pharmacist would contribute to that process. But to transfer control of product selection unilaterally to the pharmacist is medically and socially unwise and with no apparent economic benefit to the consumer.