

NOTICE

DR. A. D. FLANAGAN, WARNER-LAMBERT MEDICAL V.P.,
RESIGNS TO SET UP THE
INSTITUTE FOR GENERIC DRUGS

Arthur D. Flanagan, M.D., formerly vice president, medical affairs, for the Parke-Davis Division of the Warner-Lambert Company has formed the Institute for Generic Drugs, Mountain Lakes, New Jersey, a new type of organization designed "to give the generic manufacturer, regardless of size, the same professional services capability and quality image as those enjoyed by the giants of brand-name drugs."

The Institute for Generic Drugs is an independent organization operated by professionals -- a type service not previously available to the generic drug industry, he notes.

Dr. Flanagan has been closely involved in research and professional services -- largely with Warner-Lambert -- since shortly after his graduation from the Medical School, Tufts University, in 1959. His work has also included

responsibility for scientific liason in legal and regulatory affairs.

A principal impediment to realizing the potential of the generic drug industry is the reluctance of many physicians to prescribe alternatives to familiar brand names. To realize it fully, it is essential to convince both prescribing physician and patient of the quality and efficacy of generic alternatives to more costly brand-name drugs.

"The problem here is more a matter of perception than of substance," Dr. Flanagan says. "The brand-name product of the large company is frequently seen as the more desirable -- often for reasons that cannot be considered truly relevant. We are going to change that perception by assuring that members' products receive the confidence of prescriber, seller, and user."

The Institute for Generic Drugs provides a 24-hour national toll-free professional telephone service that:

- . Guarantees physicians, pharmacists, hospital formulary committees, and purchasers access to members' product information when needed.
- . Assures them -- and the Food and Drug Administration -- that all drug experience and possible complaints will be promptly and professionally investigated and reported to the appropriate parties.

Assures that physicians will get immediate response, day or night, when they call regarding perplexing clinical episodes or serious reactions. All such transactions will be confidentially recorded and reported to the member company, which will also submit pertinent product information to the Institute.

Members of IGD will have the right to use the Institute's seal as an "instant quality identity for generic drug products," he says. Manufacturers will use it in catalogs and price lists, and in advertising on their products, and pharmacies will use the seal at point-of-sale and in advertising and promotion, where it will "communicate the premium quality standard that physicians and the public expect of medicines."

Dr. Flanagan says that IGD will also carry on its own advertising, public relations, and promotional campaign to orient professionals and consumers regarding the enhanced benefits of generic drugs under the new program.