

"We're trying to provide a reliable database, which is accurate, so that it can be used appropriately to focus efforts on."

There are some restrictions, Dr. Reardon said: the roster cannot be sold to tobacco companies and it cannot be used to deceive doctors or the public. While they say sale of the master file brings about \$20 million in annual income to the association, officials would not say what they charge individual companies.

Much of the information in the association's database is available from sources scattered around the country. But one major element is not: the medical education number, which the A.M.A. assigns to new medical students in order to track them throughout their careers. Most doctors do not even know they have one.

This number, which enables computers to sort through the huge A.M.A. master file, is "the core element in the database of tracking physicians," said Douglas McKendry, a sales executive at the Axiom Corporation, a pharmaceutical marketing company that recently formed a partnership with the medical association to manage the database.

"The A.M.A. data helps identify the individual physicians that are being targeted," Mr. McKendry said.

Doctors who do not want their names sent to marketers can ask the association to remove them from the file, Dr. Reardon said. But in interviews, several prominent doctors said they were unaware that their biographies were being sold.

Among them is Dr. Christine K. Cassel, a former president of the American College of Physicians and chairman of the department of geriatrics at Mount Sinai School of Medicine in Manhattan. In Dr. Cassel's view, information about doctors' prescribing habits may appropriately be used by their health plans to improve quality of care. She called the commercial use of the data outrageous, saying, "This is not about quality. It's about sales."

#### DINNER AND A MOTIVE

Pharmaceutical marketing is big business not only for drug companies, but also for companies firms like I.M.S. Health and Axiom, which cater to them.

Overall spending on pharmaceutical promotion increased more than 10 percent last year, to \$13.9 billion from \$12.4 billion in 1998. Experts estimate that the companies collectively spend \$8,000 to \$13,000 a year per physician. In recent years, as demands on doctors' time have grown more intense, pharmaceutical marketers say they have been forced to become more creative.

"You have to have a hook," said Cathleen Croke, vice president of marketing for Access Worldwide Communications Inc., which specializes in drug marketing. "if you offer them \$250, that might get them. Or they are attracted to the prestige of being a consultant, that a company is asking for their opinion."

The offer of dinner and a \$250 consulting fee was sufficient to draw about a dozen South Florida physicians to Morton's in West Palm Beach on Sept. 18. They gathered there, on a muggy Monday night, in a back room called the boardroom, where a slide show and a moderator from Boron, LePore & Associates Inc., the market research firm hosting the event, awaited their arrival.

Dr. Moskowitz, who has been in practice in West Palm Beach since 1978 and heads a group of 12 doctors, says he routinely receives—and rejects—such invitations.

The Morton's dinner was not open to the public; had Dr. Moskowitz accepted, he would have been required to sign a confidentiality agreement. Instead, he told the companies he intended to take a reporter for The New York Times.

But when Dr. Moskowitz and the reporter showed up at Morton's, the Boron LePore moderator, Alexander Credle, told them to leave.

"This is a clinical experience meeting, a therapeutic discussion," Mr. Credle said. "There is an expected degree of confidentiality."

Dr. Moskowitz asked Mr. Credle why he was invited; Mr. Credle had no answer. But in an interview a few weeks after the dinner, John Czekanski, a senior vice president at Boron LePore, said the invitations were "based on databases targeting physicians" who prescribe cholesterol-lowering drugs or who might.

Boron LePore calls these dinner sessions "peer-to-peer meetings," and in 1997, it acted as host at 10,400 of them. Typically, they feature presentations from medical experts, on the theory that doctors are receptive to the views of their peers. With new drugs coming onto the market all the time, physicians are hungry for information about them. Pharmaceutical companies say it is that desire for education, rather than a free meal or modest honorarium, that draws many doctors to the meetings.

But the dinners are creating unease among officials of the American Medical Association's Council on Ethical and Judicial Affairs, which in 1990 published guidelines that limit what gifts doctors may accept. The guidelines, which have also been adopted by the Pharmaceutical Research and Manufacturers' Association, the drug industry trade group, prohibit token consulting arrangements, but permit "modest meals" that serve "a genuine educational function."

Compliance is voluntary, and Dr. Herbert Rakatansky, who is chairman of the A.M.A.'s ethics council, says doctors routinely ignore the rules. That is in part because they are murky, as the dinner at Morton's reveals.

Whether the dinner was intended to educate doctors, or was part of a marketing campaign, or both, is not clear. In the \$7.2 billion market for the cholesterol-lowering drugs known as statins, Baycol ranks last in sales, with just \$106 million in sales last year. Bayer and SmithKline Beecham recently introduced a new dosage for the drug, and the companies said

"As far as we're concerned, it's educational," said Carmel Logan, a spokeswoman for SmithKline Beecham. But Tig Conger, the vice president of marketing for cardiovascular products at Bayer, said the company intended to teach a select group of doctors about Baycol, then use their feedback to hone its marketing message. And Allison Wey, a spokeswoman for Boron LePore, said the dinner was "part education and part marketing."

#### RAISING ETHICS QUESTION

While Dr. Rakatansky, of the A.M.A., could not comment specifically on the Baycol meeting, he had harsh words for these dinners in general.

"We think 99 percent of those are shams," he said. "They are marketing devices and not true requests for information."

As to whether the dinner fit the "modest meal" criteria, that, too, is unclear, because the guidelines offer no specifics. At Morton's in West Palm Beach, the entrees range from \$19.95 for chicken to \$32.95 for filet mignon—a la carte. The sales manager, Lauren Carteris, said the restaurant frequently was the site of pharmaceutical meetings for Boron LePore.

"Doctors," Ms. Carteris said, "will only go to an expensive restaurant."

To heighten doctors' awareness about the ethics of accepting gifts, the medical association is beginning an educational cam-

paign. In addition, The Journal of the American Medical Association devoted the bulk of its Nov. 1 issue to conflict of interest in medicine, including an essay entitled "Financial Indigestion" that questioned the effects of pharmaceutical company gifts on doctors' professional behavior.

But some prominent doctors say the medical association needs to address its own role, as a seller of information that helps drug marketers select which doctors to target.

"It potentiates this gift giving, and implicitly endorses it," said Dr. David Blumenthal, a professor of health policy at Harvard Medical School who has used the A.M.A.'s data for his academic research.

The sale of the master file to drug companies, Dr. Blumenthal said, "hands the weapon to the drug company that the A.M.A. is saying is an illicit weapon."

Dr. Reardon, the past president of the medical association, dismisses such a connection. Doctors are responsible for their own decisions about whether to accept gifts, he said, adding, "I don't think the database has anything to do with ethical behavior of physicians."

Dr. Reardon noted that drug marketers could obtain information about doctors from other sources, including the federal government. But Mr. Gostin, the privacy expert at Georgetown, who is also the health law and ethics editor of The Journal of the American Medical Association, said that did not justify the association's action.

"We live in a society where, if you comb long enough and hard enough with sophisticated enough search tools, you can find just about everything," Mr. Gostin said. "That doesn't mean it's all right for people to assemble it, make it easy and sell it."

As for Dr. Moskowitz, he is still receiving invitations from drug companies, despite his longstanding habit of spurning them. One arrived on Oct. 18, from Aventis Pharmaceuticals and Procter & Gamble Pharmaceuticals, who jointly market Actonel, an osteoporosis drug.

Attendance at the meeting, scheduled for Saturday, will be limited to 12 doctors, the invitation said. Breakfast and lunch will be served; in between, there will be a clinical discussion of osteoporosis, with 30 minutes reserved for doctors' feedback. The honorarium is \$1,000.

#### HONORING PILGRIM ARMENIAN CONGREGATIONAL CHURCH

#### HON. GEORGE RADANOVICH

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Wednesday, July 25, 2001

Mr. RADANOVICH. Mr. Speaker, I rise today to honor Pilgrim Armenian Congregational Church for its 100 years of service to the Armenian community. The church was founded with only fourteen members on January 26, 1901.

The first Armenian settlers to the area did not speak English. They formed the Armenian Congregational Church so they could worship together, in their native tongue. Although it started with small numbers, church membership has grown steadily over the years. In its 100 years, the church has had eight full-time pastors and several interim pastors who have

all served with much pride. Church members remain very dedicated to the church congregation, and the numbers continue to increase.

Members of the church are committed to their congregation, raising every dollar themselves for the construction of new buildings. Pilgrim Armenian Congregational Church has had three different houses of worship, all increasing in size to meet the demands of the congregation. The church has also established two additional funds, with all the income from those funds to be used solely for church needs. Many community members have found a home within Pilgrim Armenian Congregational Church.

Mr. Speaker, I want to congratulate Pilgrim Armenian Congregational Church for its dedication to the community over the past 100 years. I urge my colleagues to join me in wishing Pilgrim Armenian Congregational Church and its members many more years of continued success.

TRIBUTE TO WAYNE  
DeFRANCESCO, 2001 PGA CLUB  
PROFESSIONAL CHAMPION

**HON. BENJAMIN L. CARDIN**

OF MARYLAND

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, July 25, 2001*

Mr. CARDIN. Mr. Speaker, I rise today to honor Mr. Wayne DeFrancesco, an assistant professional at the Woodholme Country Club in Baltimore, Maryland. Mr. DeFrancesco has just won the 34th annual PGA Club Professional Championship and has done so in dramatic style.

He won the Club Professional Championship with an amazing three stroke victory, overcoming a double bogey on the fourth and a bogey on the fifth hole. He solidified his win with a 17 foot, par-saving putt on the twelfth hole and a 15 foot uphill birdie on the sixteenth hole. Mr. DeFrancesco became just the third person ever to win this championship wire-to-wire, but the first in tournament history to have sole possession of first place in all four rounds.

This great victory is of little surprise considering that Mr. DeFrancesco has devoted a lifetime to the sport. He started his career as a Washington D.C. area high school champion and as letterman for Wake Forest University. Over the last twenty five years, Mr. DeFrancesco has won countless numbers of regional tournaments while at the same time working as an instructor in clubs along the East Coast. He has served as an editor to the Washington Golf Monthly Magazine and as a guest instructor on the Golf Channel. In 2000, he was recognized for his expert instruction as #42 among golf's greatest teachers, by Golf Digest.

We are living in a time when golf has a renewed excitement. Tiger Woods and Annika Sorenstam have captured the imaginations of people from all across the country. They have done so with skill, perseverance, and a strong work ethic that have brought this great game to new heights of popularity. In that same spirit Wayne DeFrancesco has mastered his craft.

Mr. Speaker, I want to congratulate this fine athlete on a terrific accomplishment and I wish him the best of luck when he competes for the PGA Championship at the Atlanta Athletic Club in August.

## IN SUPPORT OF THE IRAN-LIBYA SANCTIONS ACT

SPEECH OF

**HON. JANE HARMAN**

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, July 24, 2001*

Ms. HARMAN. Mr. Speaker, I rise today to speak in support of the Iran-Libya Sanctions Act. ILSA is an important part of our commitment to prevent the proliferation of weapons of mass destruction and missile technology to Iran and Libya.

I wish I could stand here today and say that sanctions on Iran were no longer necessary. I wish I could say that Iran has responded to diplomatic overtures, halted its weapons programs, or stopped threatening Israel and our other allies in the Middle East.

But the reasons why we passed this law five years ago are even more pressing today.

While moderate leaders may be gaining power in Iran, reform has yet to reach their foreign policy.

In fact, Iran and Libya are both seeking to enhance their capabilities for producing and using weapons of mass destruction. Tehran is intent on bolstering her already significant chemical weapons arsenal and developing nuclear and biological weaponry, while Libya is again openly seeking expertise and technology needed for chemical weapons. In the case of Iran at least, this has led the CIA to conclude that it "remains one of the most active countries seeking to acquire weapons of mass destruction," and the State Department to find that it "remained the most active state sponsor of terrorism in 2000."

Sanctions work best when part of a comprehensive plan to combat proliferation. They require the support of our partners abroad. Sanctions under ILSA are therefore an important tool not simply to increase pressure on Iran but also to encourage Europe and Russia to cooperate with us on nonproliferation and counter-terrorism. While ILSA is often a sore spot in our relations with Europe, the threat of sanctions is getting the job done. When President Clinton waived sanctions against a foreign investment consortium, including Total SA of France and Gazprom of Russia, the EU and Russia promised greater cooperation on counter-terrorism and limiting the transfer of technology to Iran.

On a recent delegation to Russia led by DICK GEPHARDT, I met with members of the Russian Space Agency and found that our programs to counter the proliferation of missile technology are paying off. We have invested much time and money in working with the Russian Space Agency on the International Space Station, and the result is that they have also improved cooperation on preventing the sale of missile technology to Iran. We need to expand these joint efforts with the Russians, so that we may begin to make progress in areas where they have not been as cooperative—such as the transfer of nuclear technology.

We cannot ease our commitment to prevent proliferation of weapons of mass destruction to Iran—we must step up our efforts with passage of ILSA. I await the day when reform in Iran means that they will no longer threaten the United States and Israel. Until then, we must maintain effective, targeted sanctions.

## FOREIGN OPERATIONS, EXPORT FINANCING, AND RELATED PRO- GRAMS APPROPRIATIONS ACT, 2002

SPEECH OF

**HON. LOUISE MCINTOSH SLAUGHTER**

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

*Tuesday, July 24, 2001*

The House in Committee of the Whole House on the State of the Union had under consideration the bill (H.R. 2506) making appropriations for foreign operations, export financing and related programs for the fiscal year ending September 30, 2002, and for other purposes:

Ms. SLAUGHTER. Mr. Chairman, had the Kaptur amendment been made in order, I would have supported it. The Kaptur amendment would have required that no less than \$125 million of the bill's funds be provided to Ukraine. The bill caps funding to Ukraine at \$125 million, 90 percent of which goes to humanitarian aid and non-governmental assistance programs. This represents a \$44 million reduction in funding from last year. While I support measures to ensure funding for Ukraine, I also have serious concerns about recent events in Ukraine that have impeded steps toward a fully democratic society.

I have been a strong supporter of Ukraine throughout my tenure in Congress. In past years, I have taken a leading role in supporting increased funding for Ukraine. These efforts, along with those of my colleagues, have made Ukraine the third-largest recipient of U.S. aid. But, evidence of political corruption, suppression of the media and instability in the Ukrainian government have called this aid into question.

In April, the Communist-dominated Ukrainian parliament voted to dismiss Prime Minister Viktor Yushchenko and his government. The ouster of Prime Minister Yushchenko and his cabinet, widely viewed as the most successful government since Ukraine gained independence in 1991, is likely to slow down reforms at this most crucial time. This vote comes in the midst of the ongoing political crisis sparked by revelations on secretly recorded tapes implicating the involvement of President Leonid Kuchma and high government officials in the case of murdered journalist Heorhiy Gongadze. Most recently, another journalist, Ihor Oleksandrov, who sought to expose corruption and organized crime was brutally murdered by four men with clubs.

The State Department Annual Human Rights Country Report on Ukraine cites a mixed human rights record and notes the failure to curb institutional corruption and abuse in the Ukrainian government. One startling example of government corruption that has come to my attention is the case of U.S. investment fund, New Century Holdings. This investment company has been repeatedly thwarted in its efforts to develop a hotel it owns along with the City of Kiev. Despite owning a controlling interest in the hotel, New Century Holdings has been prevented access to the hotel, as local police have taken over the building for themselves. New Century Holdings has appealed to the Mayor and other local officials to no avail, and the Ukrainian government has been unable or unwilling to help. Meanwhile,