



December 17, 2008

The Honorable Herbert H. Kohl
Chairman, Senate Special Committee on Aging
G31 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Frank Pallone, Jr.
Chairman, House Committee on Energy and Commerce Subcommittee on Health
2125 Rayburn House Office Building
Washington, DC 20510

Dear Chairman Kohl and Chairman Pallone:

The Academy of Managed Care Pharmacy (AMCP) commends your leadership in introducing S. 3396 and H.R. 6752, the "Independent Drug Education and Outreach Act of 2008." We strongly support the legislation, which would provide grants or contracts for prescription drug education and outreach for health care providers and their patients.

AMCP is a national professional association of pharmacists and other health care practitioners who serve society by the application of sound medication management principles and strategies to improve health care for all. The Academy's 5,700 members develop and provide a diversified range of clinical, educational and business management services and strategies on behalf of the more than 200 million Americans covered by a managed care pharmacy benefit.

Managed care organizations, and the pharmacists who work for them, have been engaged in academic detailing programs for some time. The programs train health care professionals to offer unbiased, objective information about prescription drugs and other appropriate therapies. The information developed by and disseminated through these programs provide a perspective for prescribers that can differ from visits by pharmaceutical sales representatives which often focus on only one product and are typically promotional in nature. While academic detailing programs are not able to completely counter all marketing promotions by pharmaceutical manufacturers, they have shown success at the state level.

A well-designed academic detailing program will independently evaluate the clinical effectiveness of different treatments for a particular disease state based on available research. Prescribers can then use this information

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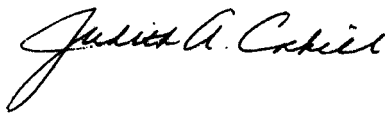
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to ensure clinically appropriate prescription drug use. The programs can also help reduce prescription drug spending in some instances because older prescription drugs that are available in a generic version often provide equivalent, or better, clinical benefits than newer prescription drugs. As prescription drug spending continues to consume a larger share of overall health spending, academic detailing programs can pay for themselves with savings.

Our staff would be happy to work with you and your staff in answering any questions you may have. We can put you in touch with some of our members who have been responsible for implementing academic detailing programs.

Thank you for introduction of S. 3396 and H.R. 6752 and for the opportunity to offer AMCP's views on the legislation.

Sincerely,

A handwritten signature in cursive script that reads "Judith A. Cahill". The signature is written in black ink and is positioned below the word "Sincerely,".

Judith A. Cahill
Executive Director