

# The finances of Association Mieux Prescrire : 2011 Prescrire annual report

Association Mieux Prescrire (AMP), a non-profit organisation governed by the French law of 1901, publishes the journals *La revue Prescrire* and *Prescrire International* and offers several continuing education programmes for healthcare professionals. Since 1992 AMP has published its annual financial report in the March issue of *La revue Prescrire* and in the May or June issue of *Prescrire International* (a).

As AMP is engaged in a form of economic activity, it is subject to the same fiscal and accounting regulations

as French companies: it therefore pays corporate tax and VAT and complies with employment legislation. Its accounts are audited and approved by a firm of chartered accountants.

## Sharp rise in circulation

Fiscal year 2010-2011 ran from 1 September 2010 to 31 August 2011. It was a remarkable year for *Prescrire* (for a summary of the annual financial report, see the charts on page 117). *Prescrire* received a great deal of media

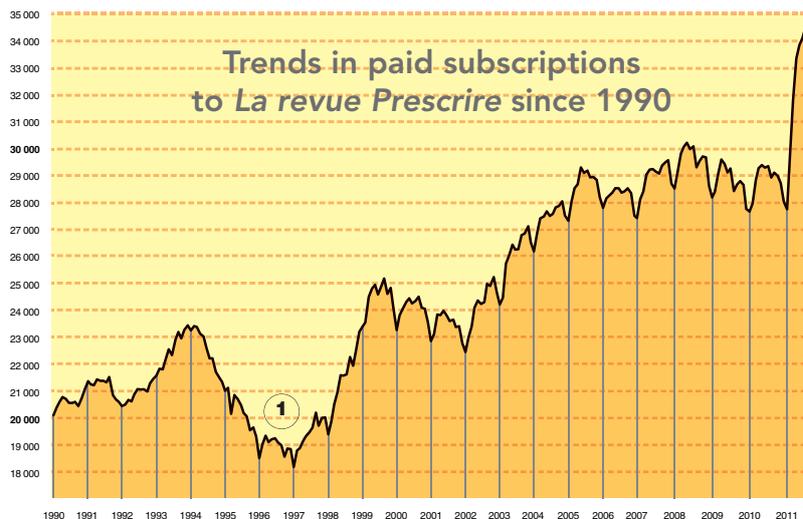
coverage in the wake of the Mediator<sup>o</sup> disaster.

As a direct result of this coverage, a large number of healthcare professionals chose *La revue Prescrire* as an independent, high-quality, continuing-education journal. Circulation therefore rose sharply. By 31 August 2011, the number of paid subscriptions had risen to 34 642, an increase of nearly 20% compared to 31 August 2010.

There was also a substantial influx of new subscribers to the *L'Intégrale Prescrire* package (5 908 subscribers as of 31 August 2011, an increase of 7.5%). This package includes a subscription to *La revue Prescrire* along with *Prescrire's* electronic library, which provides access to the *Prescrire* database from one or two personal computers via a search engine.

The number of participants in *Prescrire's* continuing education programmes (*Prescrire's* Monthly Readers' Test and *Prescrire's* Thematic Training Programme) remained stable (b).

New subscribers help to promote and maintain an independent professional movement, because *Prescrire* is funded solely by its subscribers, and accepts neither grants nor advertising.



1-This fall in the number of subscribers in 1994-1996 was the result of a lack of mail promotion for 18 months.

## Breakdown of paying subscribers to *La revue Prescrire*

| OCCUPATION               | n° 323 September 2010 |            | n° 335 September 2011 |            |
|--------------------------|-----------------------|------------|-----------------------|------------|
|                          | number                | %          | number                | %          |
| General practitioners    | 14 368                | 49.3       | 16 857                | 48.7       |
| Specialists              | 1 480                 | 5.1        | 1 966                 | 5.7        |
| Pharmacists              | 5 909                 | 20.3       | 6 872                 | 19.8       |
| Medical students         | 3 825                 | 13.1       | 4 556                 | 13.1       |
| Pharmacy students        | 455                   | 1.6        | 543                   | 1.6        |
| Drug companies           | 190                   | 0.7        | 190                   | 0.5        |
| Miscellaneous (1)        | 2 875                 | 9.9        | 3 658                 | 10.6       |
| <b>Total circulation</b> | <b>29 102</b>         | <b>100</b> | <b>34 642</b>         | <b>100</b> |

1- Civil servants, other health professionals ; etc.

## Increase in subscriber loyalty

*Prescrire's* ongoing success is also strongly linked to the loyalty of its subscribers. The proportion of subscribers who renewed their subscriptions during fiscal year 2010-2011 was higher than in previous years: about 90% for *La revue Prescrire* and about 96% for the *L'intégrale Prescrire* package.

The recognition *Prescrire* received in the wake of the Mediator<sup>o</sup> disaster for the quality of its work also represents recognition for those healthcare professionals who have sometimes made considerable efforts over the years to remain informed through independent and reliable sources.

## New projects launched

*Prescrire's* online educational programme for nurses was launched in April 2011 (b). It complies with *Prescrire's* strict quality standards and provides another opportunity to enable nursing professionals, who until recently accounted for only a minority of subscribers to *La revue Prescrire*, to also draw on robust information in order to provide better care to patients. At the end of the fiscal year, there were 694 subscribers to this programme.

In July 2010, *Prescrire's* continuing education programme for community pharmacy staff was discontinued as it no longer seemed to meet their educational needs. The profession of community pharmacists in France is in a state of flux, and the coming years will see changes in their role in healthcare provision and their system of remuneration. Pharmacists will therefore need to broaden their skills as health professionals. With this in mind, *Prescrire* is in the process of developing new programmes for community pharmacists and their teams, better suited to this new situation.

Many other projects are in various stages of development: improving access to the information on *Prescrire's* website, to make it available on a variety of digital devices; developing new programmes for improving professional practice as well as specific programmes on drug interactions; strengthening *Prescrire's* presence in medical and pharmacy schools (c); and improving access to information in English. The overriding goal remains the same: to provide healthcare professionals with reliable, robust, high-quality information in the most convenient format possible, so that they can provide better care, in patients' best interests.

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a- Key data for fiscal year 2009-2010 were published in *Prescrire International* no. 116, pages 134-135. The bylaws of Association Mieux Prescrire are freely available online at [www.prescrire.org](http://www.prescrire.org).

b- For more information about *Prescrire's* continuing education programmes (in French only), see <http://formations.prescrire.org>.

c- For more information about the benefits of *Prescrire's* publications and continuing education programmes for healthcare professionals in undergraduate or postgraduate training, see <http://campus.prescrire.org> (in French only).

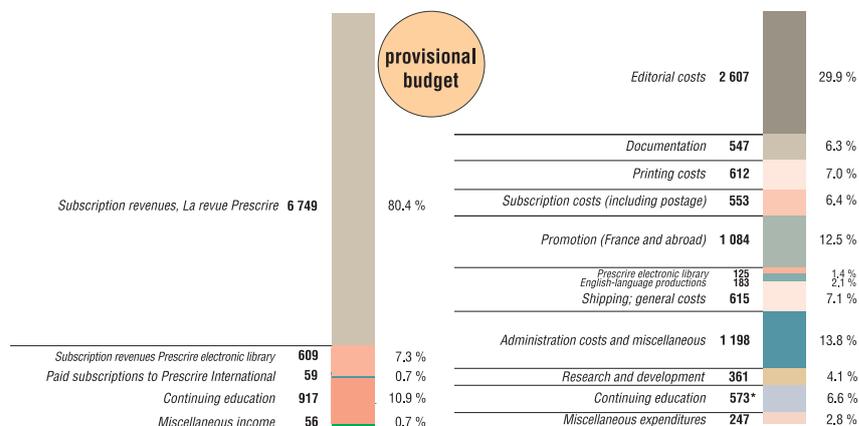
## AMP : fiscal year 2010-2011

(1/09/2010-31/08/2011)

AMP provisional budget for fiscal year 2010-2011.

Income (ex-tax): €8 390 K

Expenditure (ex-tax): €8 705 K



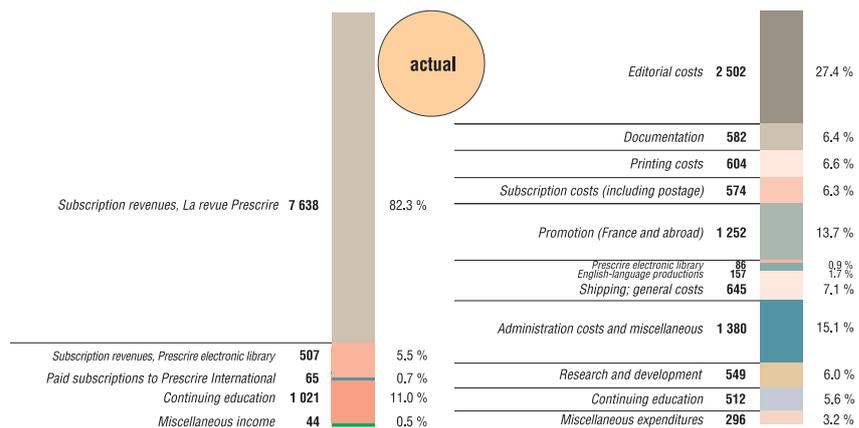
€1 K = €1 000

\* Educational materials are excluded.

AMP actual income and expenditure in fiscal year 2010-2011.

Income (ex-tax): €9 275 K

Expenditure (ex-tax): €9 139 K



€1 K = €1 000

\* Educational materials are excluded.

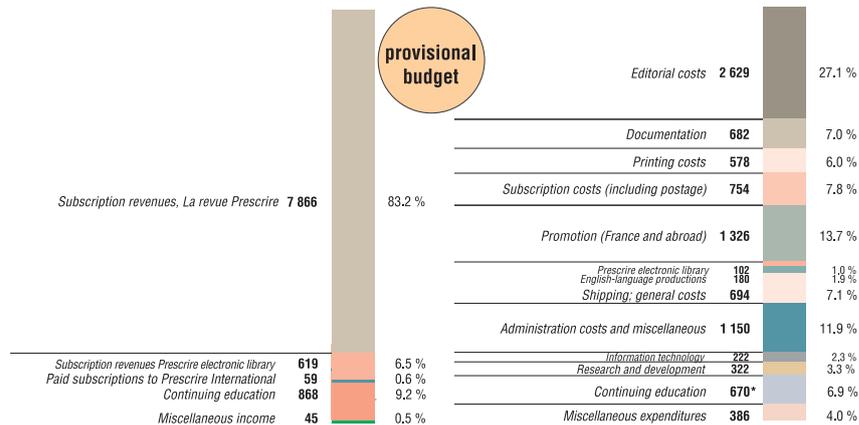
## AMP : fiscal year 2010-2011

(1/09/2011-31/08/2012)

AMP provisional budget for fiscal year 2011-2012.

Income (ex-tax): €9 457 K

Expenditure (ex-tax): €9 695 K



€1 K = €1 000

\* Educational materials are excluded.