

Translated from *Rev Prescrire* March 2011; 31 (329): 164-165

The finances of Association Mieux Prescrire 2010 Prescrire annual report

● Since 1992, AMP has published its annual report in each March issue of *la revue Prescrire*, as well as on its website (www.prescrire.org).

The 2009-2010 fiscal year for Association Mieux Prescrire ended on 31 August 2010.

Subscriptions to our French edition *la revue Prescrire* remained stable, as did participation in most of our training programmes. Financially, the year ended with our accounts on a slightly positive footing.

Transparent accounts

Association Mieux Prescrire (AMP), a non-profit organisation governed by the French law of 1901, publishes *la revue Prescrire* and *Prescrire International* and offers several training programmes for healthcare professionals (a).

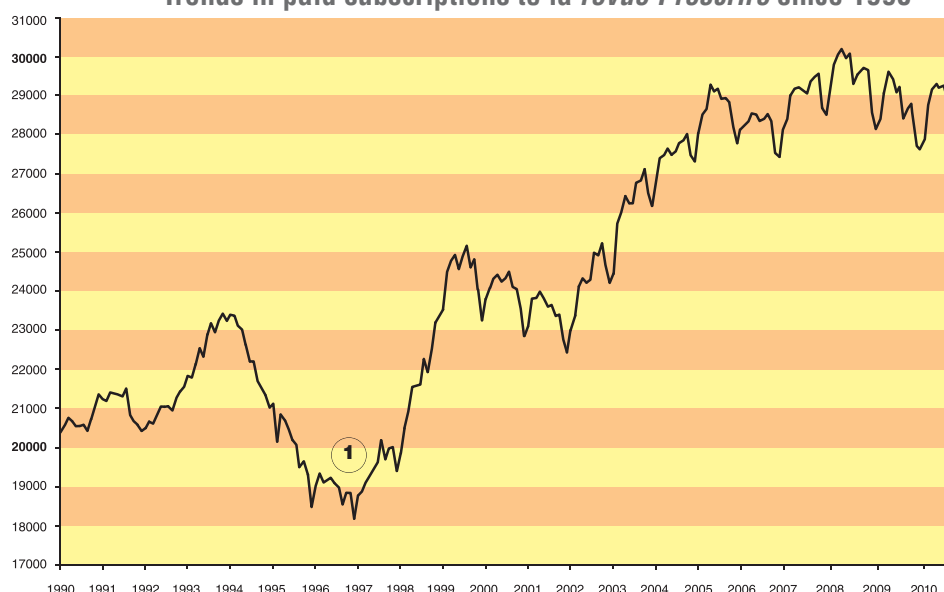
As AMP is engaged in a form of economic activity, it is subject to the same fiscal and accounting rules as French companies. AMP therefore pays company tax, VAT and social security contributions, complies with employment legislation, etc. Its accounts are audited and approved by a firm of chartered accountants.

Stable circulation

The average number of subscribers during fiscal year 2009-2010 (1 September 2009 to 31 August 2010) was 28 753, which is very similar to the previous year's figures. Note that this represents the number of paid subscriptions only: unlike some other publications, there is no "free" distribution paid for through advertising, sponsors or benefactors, thus artificially inflating the circulation.

The stability of our subscribership year after year is largely due to reader loyalty: in fiscal year 2009-2010, over 85% of our subscribers renewed their subscriptions to *la revue Prescrire*, while over 92.5% (now numbering about 5500) renewed their subscriptions to the "Prescrire Integral Package". The "Prescrire Integral Package" includes a subscription to our monthly journal *la revue Prescrire*, the yearly Guide "Éviter les effets indésirables par interactions médicamenteuses - Comprendre et décider" [Preventing adverse effects due to drug interaction], the entire *Prescrire* website, and the new version of Prescrire's electronic library.

Trends in paid subscriptions to *la revue Prescrire* since 1990



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° 311 September 2009		n° 323 September 2010	
	number	%	number	%
General practitioners	14 193	49.5	14 368	49.3
Specialists	1 494	5.2	1 480	5.1
Pharmacists	5 858	20.5	5 909	20.3
Medical students	3 678	12.8	3 825	13.1
Pharmacy students	472	1.7	455	1.6
Drug companies	205	0.7	190	0.7
Miscellaneous (1)	2 762	9.6	2 875	9.9
Total circulation	28 662	100	29 102	100

1- Civil servants, other health professionals ; etc.

Major investment

Investment continued unabated in fiscal year 2009-2010, especially for the development of online publishing. A new version of the *Prescrire* website was launched, including a section accessible to the general public. *Prescrire's* articles are now easier to find online, using a freely accessible search engine. The electronic library service for subscribers was also improved, with subscribers now able to access all archived articles directly via the search engine.

Prescrire's electronic library was also modernised. In particular, subscribers can now download each new issue of the journal as it is posted online.

Another major investment was in developing innovative and effective methods for online training.

Yet more new projects

Prescrire's online educational programme for nurses was launched in April 2011. It will comply with *Prescrire's* strict quality standards and draw on our in-house database. The programme is intended for nurses working in both the public and private sectors, including self-employed community nurses, and will provide quality training adapted to day-to-day practice.

An ambitious long-term editorial project has also been launched: to make *Prescrire's* database available in the widest possible range of electronic formats, allowing subscribers to access quality information using the devices of their choice, including tablet computers and digital readers.

The overriding aim of all these new projects is to offer healthcare professionals a broad range of training aids and readily accessible information on which they can rely. Since its inception, *Prescrire's* policy has always been to ensure that patients receive the best-assessed treatments, provided by well-trained healthcare professionals.

The recent Mediator^o scandal in France is yet another reminder of the need for reliable, independent sources of information.

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a- Key data for fiscal year 2008-2009 were published in *Prescrire International* n°107, pages 138-139. The statutes of Association Mieux Prescrire are available online at www.prescrire.org.

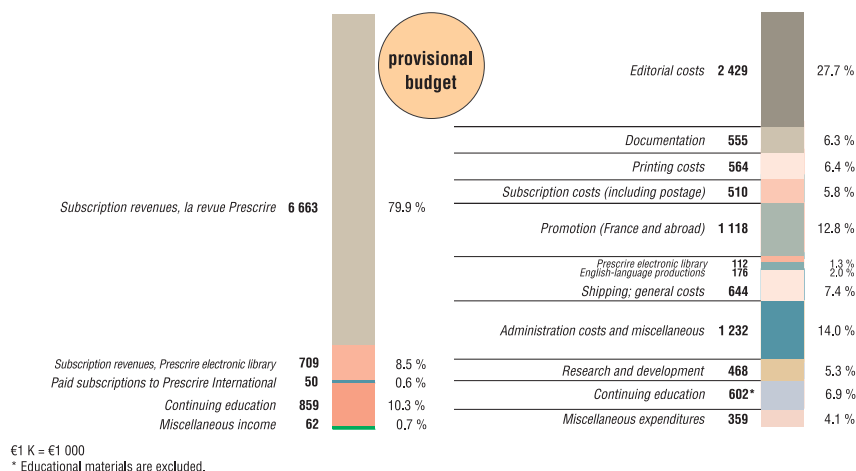
AMP : fiscal year 2009-2010

(1/09/2009-31/08/2010)

AMP provisional budget for fiscal year 2009-2010.

Income (ex-tax) : €8 343 K

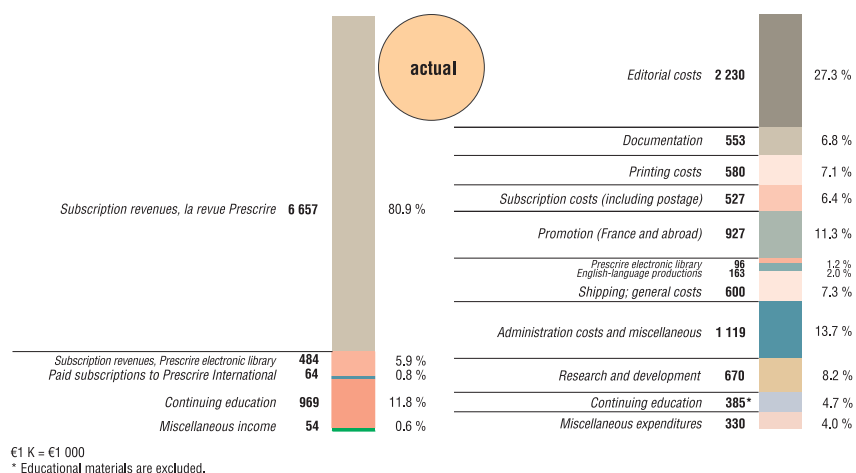
Expenditure (ex-tax) : €8 769 K



AMP actual income and expenditures in fiscal year 2009-2010.

Income (ex-tax) : €8 228 K

Expenditure (ex-tax) : €8 180 K



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

