

2007 Prescrire financial report

The 2006 to 2007 fiscal year, which ended on 31 August 2007, saw an increase in subscriptions to our French edition *la revue Prescrire* as well as an upsurge of interest in our training courses.

Financial transparency

Association Mieux Prescrire (AMP) is the non-profit organisation that publishes *la revue Prescrire* and *Prescrire International*. AMP has published its annual financial report in the March issue of *la revue Prescrire* since 1992 (a). AMP is subject to the same accounting and fiscal rules as all French businesses. Its accounts are independently audited.

Growth in subscriptions

The September 2007 issue of our French edition *la revue Prescrire* rose to 29 378 paying subscribers, an increase of nearly 1000 subscribers compared to the September 2006 issue (n° 275) (see table below). This growth is explained in part by the exceptional loyalty of our subscribers: the subscription renewal rate has exceeded 84% for several years now. This subscriber satisfaction is a sure sign that *Prescrire* meets a recognised need for independent and reliable information.

The 94% renewal rate for subscriptions to the "Prescrire Integral Package" is another indication of subscriber satisfaction. As part

of this package, our subscribers receive *la revue Prescrire* along with access to the *Prescrire* website and *Prescrire* electronic library (DVD-Rom); the package can be paid for by monthly direct debit. More than 4800 subscribers to *la revue Prescrire* have also subscribed to the "Prescrire Integral Package" as of 31 August 2007.

Training programmes: healthy growth

Prescrire's training programme for staff members of community pharmacies was launched in April 2006. It is designed to provide training for both pharmacists and their assistants and is endorsed by the relevant French authorities (b). By 31 August 2007, 395 pharmacy employees had participated in these training sessions.

Prescrire's thematic training courses, based on theme-related reader tests reserved for subscribers, were launched in May 2006. The number of participants has grown from an initial 1784 to 3134 at the end of the last fiscal year. No less than 95% of subscribers who participated last year have enrolled again this year.

Prescrire's monthly readers' tests have become a classic feature for the many subscribers who participate year after year. More than 81% of last year's participants enrolled in the current session. A growing number of subscribers feel the need to participate in the monthly readers' tests, which help them to remember and apply the information presented in *Prescrire*. This year, more than 3200 readers subscribed to these tests.

The success of the *Prescrire* training programmes has led to a better than expected increase in income, further reinforcing the financial strength essential for our independence (see the figures on page 127).

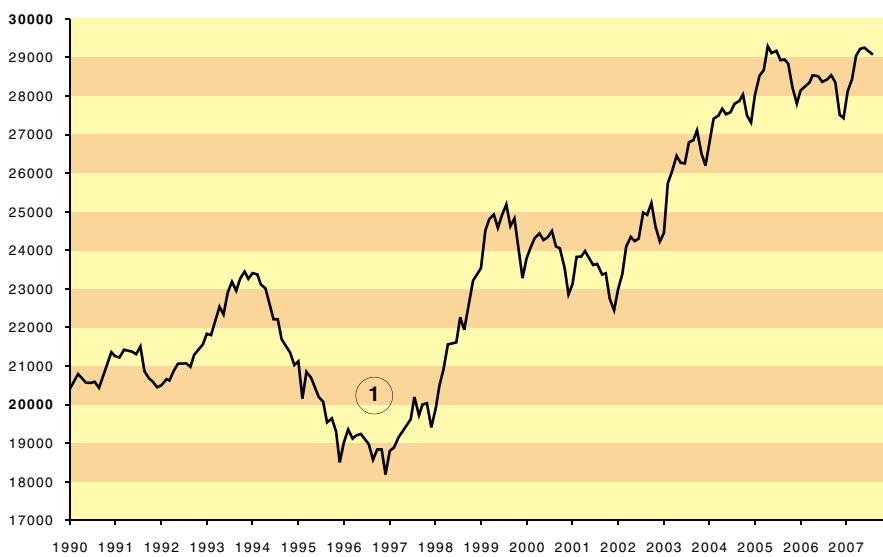
More new projects

Investment continued in the 2006-2007 fiscal year and new programmes for subscribers were launched or prepared, including a "Professional practice programme" (endorsed by the French authorities), and the "Prevent the preventable" programme.

Prescrire's electronic library is now more user-friendly, and similar improvements are being considered for the website.

Prescrire's electronic library (on DVD-Rom) is now updated 3 times instead of twice a year. Similarly, we now publish 12 instead of 11 issues of our French edition, *la revue Prescrire*, per year. These changes are intended to offer our subscribers more thorough, high-quality services.

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.

Distribution of paying subscribers to *la revue Prescrire*

OCCUPATION	n° 275 September 2006		n° 287 September 2007	
	number	%	number	%
General practitioners	13 543	47,6	14 403	49,0
Specialists	1 559	5,5	1 621	5,5
Pharmacists	6 513	22,9	6 579	22,4
Medical students	3 405	12,0	3 397	11,6
Pharmacy students	557	2,0	536	1,8
Drug companies	258	0,9	251	0,9
Miscellaneous (1)	2 589	9,1	2 591	8,8
Total circulation	28 424	100	29 378	100

1- Civil servants, other health professionals, etc.

AMP : fiscal year 2006-2007

(1/09/2006-31/08/2007)

The best way to guarantee *Prescrire's* continuing appeal is to meet our subscribers' needs and expectations. All individuals who have subscribed to *Prescrire* for 2 years or more are invited to join our association, *Association Mieux Prescrire*, and add their support to the *Prescrire* objective: healthcare professionals who maintain independence from the pharmaceutical industry in order to provide better patient care.

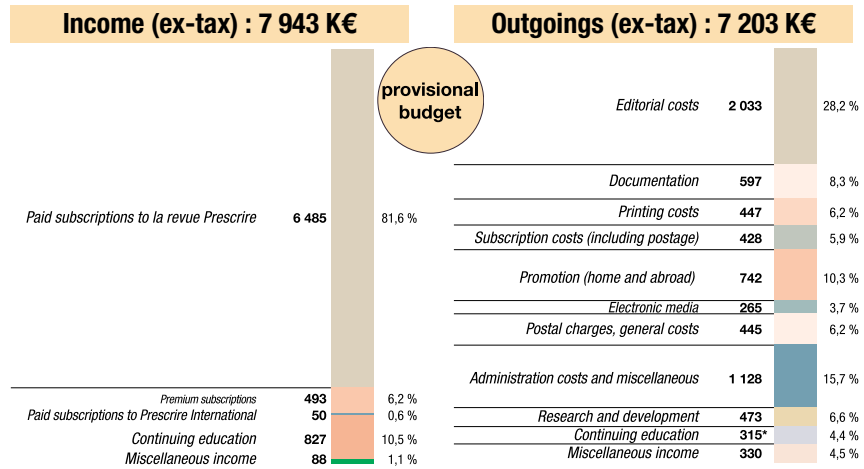
AMP members elect representatives to the Readers' College, which participates in all AMP decisions, from approving the annual accountant's report to policy-making and editorial orientation. Why not join AMP?

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a- Precise details for the 2005-2006 fiscal year were published in issue 89 of *Prescrire International* (pages 124-125). The statutes of the Association can be found online at www.prescrire.org

b- *Prescrire's* Pharmacy staff training programme is endorsed by the French committee for continuing pharmaceutical education.

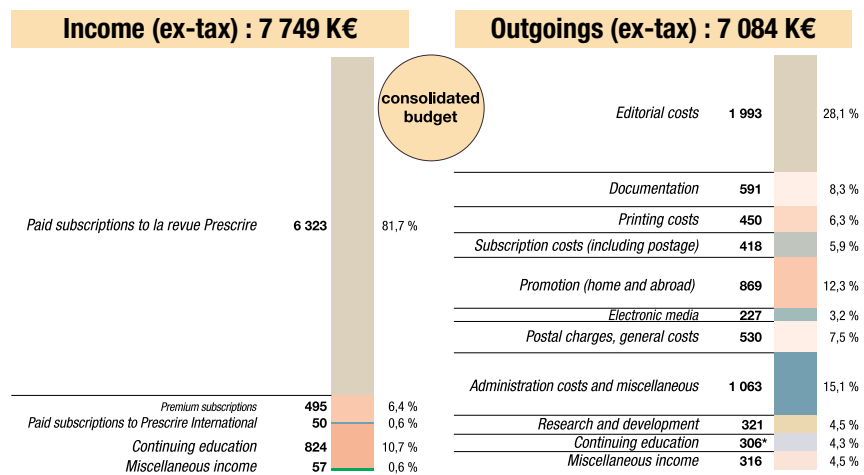
AMP provisional budget for fiscal year 2006-2007.



1 K€ = 1 000 €

* Education materials are excluded.

AMP consolidated budget in fiscal year 2006-2007.



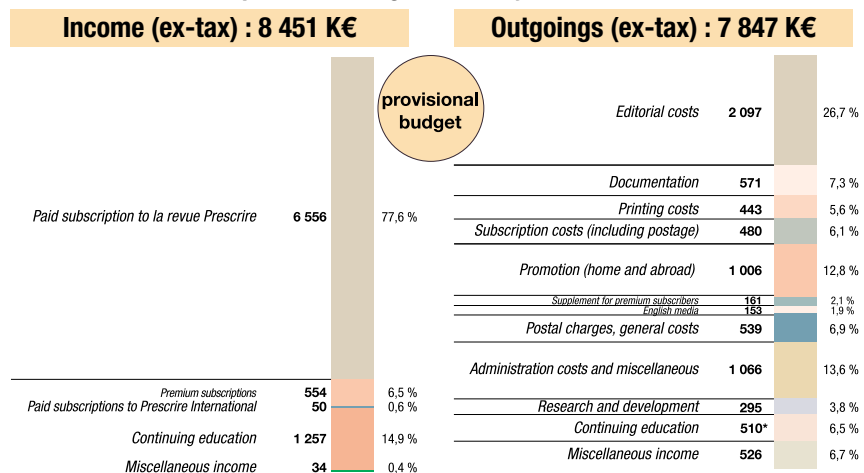
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