The 2007-2008 fiscal year of Association Mieux Prescrire, which ended on 31 August 2008, was marked by the launch of our Improving Professional Practices series.

Growth

Subscriptions to la revue Prescrire were up slightly, with the number of paying subscribers surpassing the 30,000 mark during the fiscal year. Subscriptions to the “Prescrire Integral Package” also rose to 5,248. Subscribers to the “Prescrire Integral Package” receive a subscription to la revue Prescrire along with access to the Prescrire electronic library; the package can be paid for by monthly direct debit.

Our training programmes have shown particularly strong growth during the 2007-2008 fiscal year. There were record numbers of participants: 3,907 participants in our Thematic Training Programme and 3,571 participants in the Prescrire Monthly Readers’ Test. We also offered Improving Professional Practices series: 461 subscribers enrolled for the Ongoing Practice Improvement Programme and 451 enrolled for the Themes for Improving Practice Programme.

The exceptional loyalty of our subscribers

Over 85% of subscribers to our French edition la revue Prescrire renewed their subscriptions, and over 95% renewed their subscriptions for the “Prescrire Integral Package”.

Renewal rates for our Continuing Education Programmes are also very high: over 80% of participants in Prescrire’s Monthly Readers’ Test and over 93% of participants in Prescrire’s Thematic Training Programme enrolled again for the following year.

By renewing their subscriptions in such large numbers, the readers of Prescrire and the participants in our Continuing Education Programmes are giving themselves the means to work for continued, high-quality care. They are also sending a clear signal that they share Prescrire’s values of independence, reliability and transparency, and our commitment to a true interest in patient health and commitment to community issues.

Expenditure under control and a satisfactory annual report

From an accounting perspective, our income was in line with expectations while expenditures were lower than expected mainly as a result of a number of deferred investments.

Our cash balance is therefore higher at the end of this fiscal period. The current economic crisis may lead to harder times, so the security provided by this increase in our cash balance will help safeguard Prescrire’s future. These funds will also help us to continue to work on many projects that are currently under development.
Many new projects

We plan to launch new Continuing Education Programmes in the years to come, in response to the specific needs of healthcare professionals. Furthermore, improvements to our IT systems, particularly our website www.prescrire.org, are scheduled; these improvements will give subscribers easier access to the resources we provide. Technical improvements to the Bibliothèque électronique Prescrire and Prescrire’s Monthly Readers’ Test are also being studied.

We plan to increase our circulation outside the French-speaking world, with an increased frequency of publications in English.

Prescrire’s business model is based on maximum independence, in the interests of its subscribers only. Strict management of our finances, combined with continuing education programmes that are constantly being improved to meet the expectations and needs of our subscribers, is one of the prerequisites of the continued survival and success of Prescrire.

Join AMP

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 two years or more are invited to join our association, Association Mieux Prescrire (AMP), and add their support to Prescrire’s objectives: 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 the association’s major decisions, from approving the annual accountant’s report to policy-making and editorial orientation. Why not join AMP?

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Key figures from the 2006-2007 fiscal year were published in issue 93 of Prescrire International (pages 126-127). The bylaws of Association Mieux Prescrire are freely available online at www.prescrire.org.