Outlook

Translated from ***Rev Prescrire*** **March 2009; 29 (305): 164-165**

THE FINANCES OF ASSOCIATION MIEUX PRESCRIRE

2008 Prescrire annual report

The 2007-2008 fiscal year of Association Mieux Prescrire, which ended on 31 August 2008 (**a**), 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.

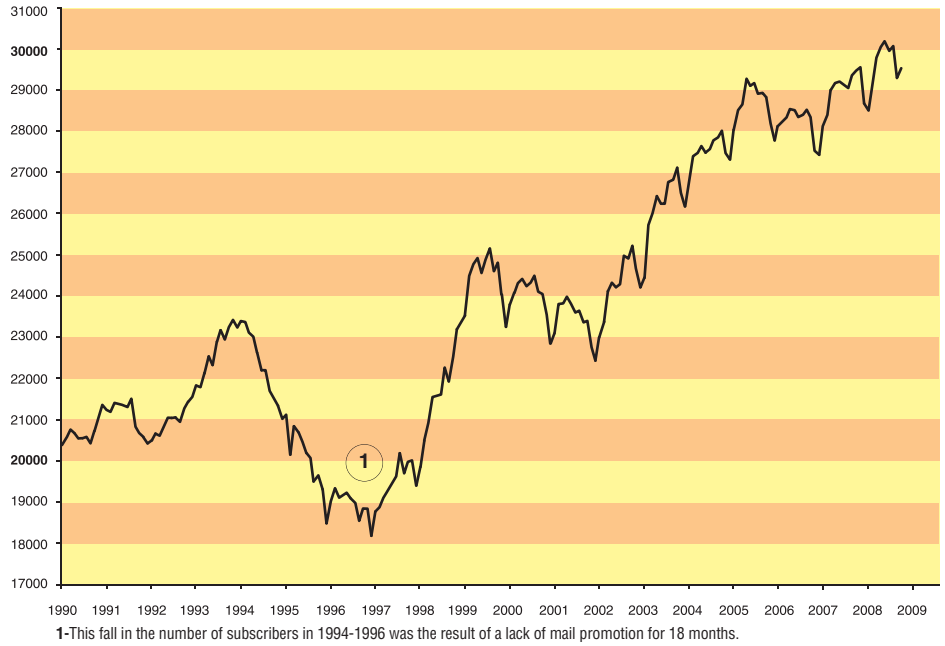
They are also sending a clear signal that they share *Prescrire*'s values of independence, reliability and transparency, and our commitment to a true interest in patient health and commitment to community issues.

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.

Trends in paid subscriptions to la revue Prescrire



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° 287 September 2007		n° 299 September 2008	
	number	%	number	%
General practitioners	14 403	49.0	14 790	50.0
Specialists	1 621	5.5	1 627	5.5
Pharmacists	6 579	22.4	6 199	21.0
Medical students	3 397	11.6	3 618	12.3
Pharmacy students	536	1.8	480	1.6
Drug companies	251	0.9	236	0.8
Miscellaneous (1)	2 591	8.8	2 595	8.8
Total circulation	**29 378**	**100**	**29 545**	**100**

1- Civil servants, other health professionals ; etc.

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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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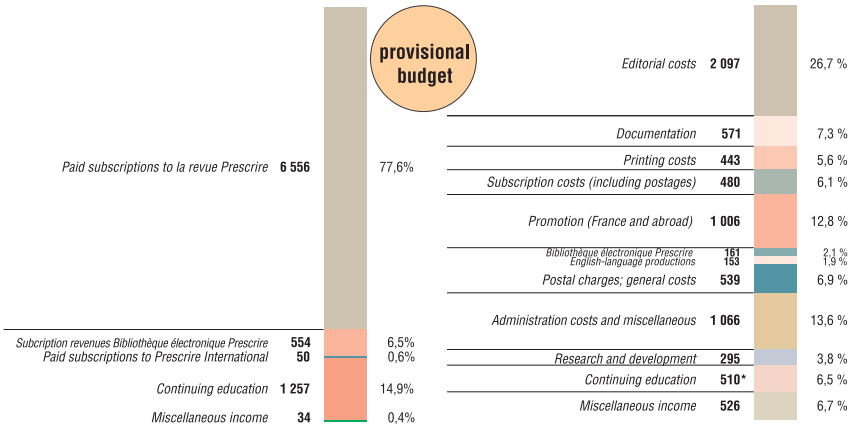
a- Key figures from the 2006-2007 fiscal year were published in issue 95 of Prescrire International (pages 126-127). The bylaws of Association Mieux Prescrire are freely available online at www.prescrire.org.

AMP : fiscal year 2007-2008

(1/09/2007-31/08/2008)

AMP provisional budget for fiscal year 2007-2008.

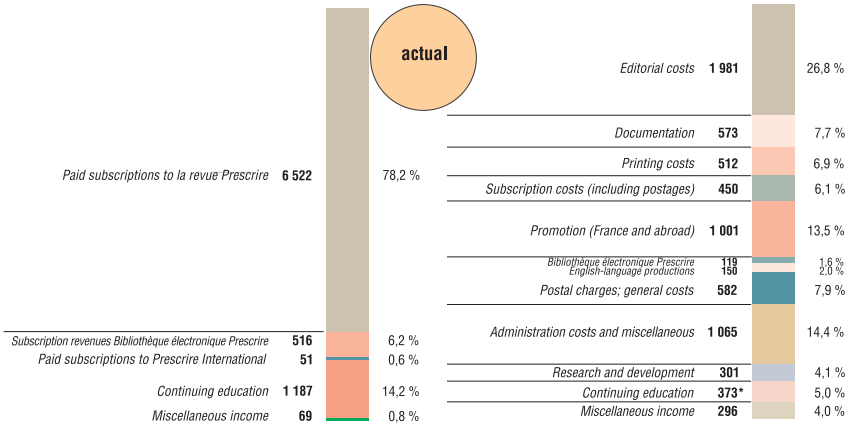
Income (ex-tax) : €8 451 K — **Expenditure (ex-tax) : €7 847 K**



1 K€ = 1 000 €
* Educational materials are excluded.

AMP actual income and expenditures in fiscal year 2007-2008.

Income (ex-tax) : €8 345 K — **Expenditure (ex-tax) : €7 403 K**



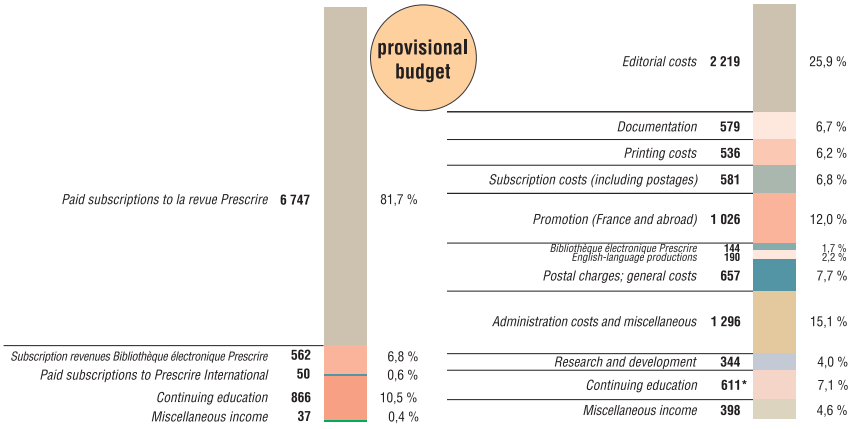
1 K€ = 1 000 €
* Educational materials are excluded.

AMP : fiscal year 2008-2009

(1/09/2008-31/09/2009)

AMP provisional budget for fiscal year 2008-2009.

Income (ex-tax) : €8 262 K — **Expenditure (ex-tax) : €8 581 K**



1 K€ = 1 000 €
* Educational materials are excluded.

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