

Outlook

Translated from *Rev Prescrire* March 2010; 30 (317): 164-165

The finances of Association Mieux Prescrire 2009 Prescrire annual report

The fiscal year for Association Mieux Prescrire (AMP) ends each year on 31 August; its main activities include producing the journal *la revue Prescrire* and offering *Prescrire's* continuing education programmes.

AMP is a non-profit organisation governed by the French law of 1901. For the sake of transparency, it has published its annual financial report in the March issue of *la revue Prescrire* since 1992, and in the June issue of *Prescrire International* (a). This information is also freely available online at www.prescrire.org.

As AMP is engaged in economic activity, it complies with French accounting and fiscal regulations; its accounts are prepared and audited by a firm of chartered accountants and a statutory auditor.

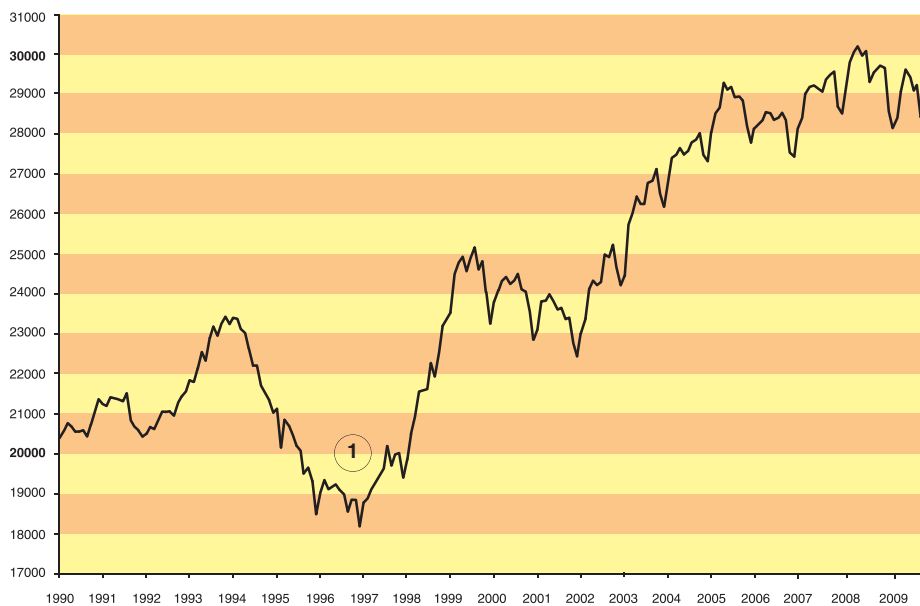
Stable circulation

Prescrire had a total of 29 008 subscribers during the 2008-2009 fiscal year (average paid circulation). This figure is slightly lower than in 2007-2008, but higher than in 2006-2007.

The high level of subscriber loyalty remains stable, which is a sure sign that *Prescrire* continues to meet a recognised need for reliable information from an independent source. The proportion of subscribers who renewed their subscriptions for the following year has remained at around 85% for the past several years.

The 95% renewal rate in subscriptions to the "*Prescrire Integral Package*", which includes subscription to *la revue Prescrire*, along with access to the *Prescrire* website and the *Prescrire* electronic library is another indication of subscriber satisfaction. As of 31 August 2009, 5 509 subscribers to *Prescrire* had also subscribed to the "*Prescrire Integral Package*".

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° 299 September 2008		n° 311 September 2009	
	number	%	number	%
General practitioners	14 790	50.0	14 193	49.5
Specialists	1 627	5.5	1 494	5.2
Pharmacists	6 199	21.0	5 858	20.5
Medical students	3 618	12.3	3 678	12.8
Pharmacy students	480	1.6	472	1.7
Drug companies	236	0.8	205	0.7
Miscellaneous (1)	2 595	8.8	2 762	9.6
Total circulation	29 545	100	28 662	100

1- Civil servants, other health professionals ; etc.

Continuing education: mixed results

Prescrire's Monthly Readers' Test is *Prescrire's* longest-running continuing education initiative. It helps readers remember the information provided by *Prescrire*, so that they can integrate it into their everyday practice. It has had many loyal followers since 1988. More than 70% of participants in the 2007-2008 session enrolled again in 2008-2009. A total of 3 502 subscribers were enrolled in *Prescrire's Monthly Readers' Test* in 2008-2009.

Prescrire's Thematic Training Programme continued to be popular during the 2008-2009 fiscal year. The number of participants in these theme-based reading tests, which are reserved for *Prescrire's* subscribers, reached 4 043. 85% of subscribers who participated in *Prescrire's Thematic Training Programme* last year enrolled again.

In 2009, the continuing education requirements for healthcare professionals in France were still unclear. Subscribers therefore showed less enthusiasm for our *Improving Professional Practices* series, our *Ongoing Practice Improvement Programme* and *Themes for Improving Practice Programme*, which had been successful the previous year. Our subscribers know that they can count on *Prescrire* to provide them with new, high-quality, independent programmes that will also enable them to comply with regulatory require-

ments once the authorities have clarified the situation.

Overall, our income was in line with the estimated budget while our expenditures were slightly lower than expected. The cash balance generated over the fiscal year was therefore slightly higher than anticipated, mainly due to a few months' deferral of various promotional expenses.

More projects in the pipeline.

Launching the "Prescrire in English" website, www.english.prescrire.org, during the 2008-2009 fiscal year is the first visible sign of a rather ambitious programme of information technology investment.

Other developments are planned, including easier subscriber access to Prescrire's online resources and web-based readers' tests.

A new service, Prescrire's "Information to patients", ("Infos-Patients Prescrire" in the French version) was launched in 2009. Every month, subscribers to the French version of Prescrire receive three new patient information leaflets, developed in accordance with Prescrire's high standards of quality and level of evidence. These leaflets are designed to be easily understood by non-professionals, and to serve as an aid and resource for subscribers when discussing health issues with patients.

Independence for better patient care

By making its accounts public and through strict management of its human and financial resources, AMP meets its subscribers' needs and expectations for quality and independence. All of our subscribers are invited to show their commitment to this principle by signing and applying the "No thanks..." Charter. It was developed by Prescrire to promote and maintain the independence of healthcare professionals from the pharmaceutical industry in order to provide better patient care and it is freely available online at www.prescrire.org

And those who would like to make a further commitment in support of Prescrire's objectives are welcome to join Association Mieux Prescrire; AMP members elect representatives to the Readers' College, which participates in all AMP decisions. Why not join AMP?

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a- Key figures from the 2007-2008 fiscal year were published in Prescrire International 101 (pages 132-133). The bylaws of Association Mieux Prescrire are freely available online at www.prescrire.org.

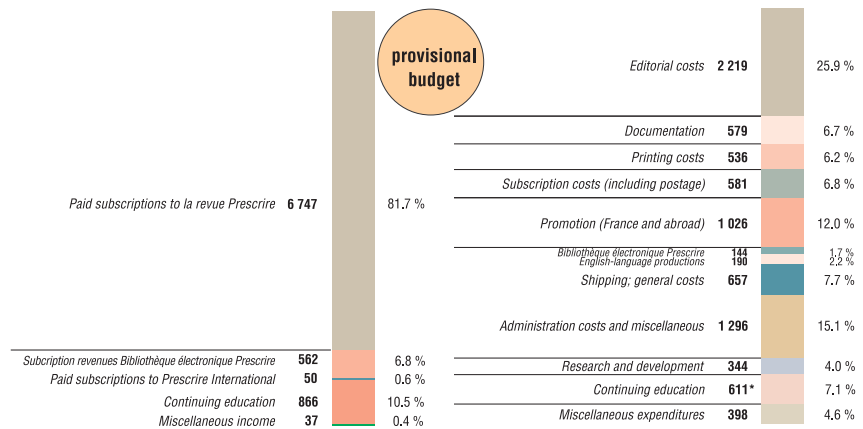
AMP : fiscal year 2008-2009

(1/09/2008-31/08/2009)

AMP provisional budget for fiscal year 2008-2009.

Income (ex-tax) : €8 262 K

Expenditure (ex-tax) : €8 581 K

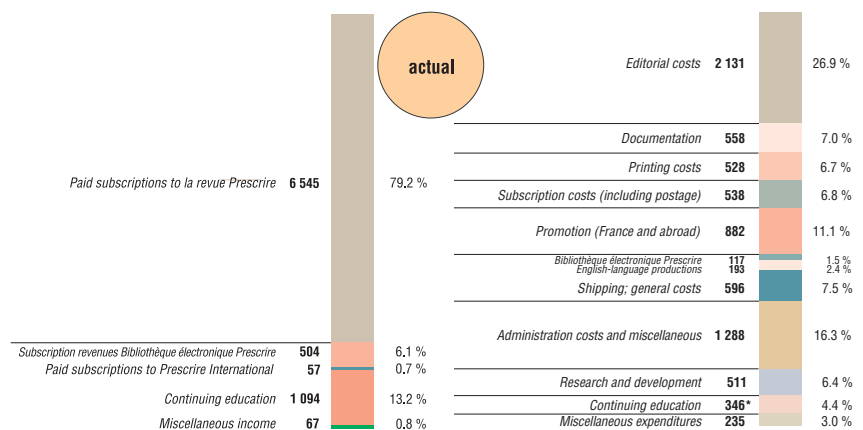


1 K€ = 1 000 €
* Educational materials are excluded.

AMP actual income and expenditures in fiscal year 2008-2009.

Income (ex-tax) : €8 267 K

Expenditure (ex-tax) : €7 923 K



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

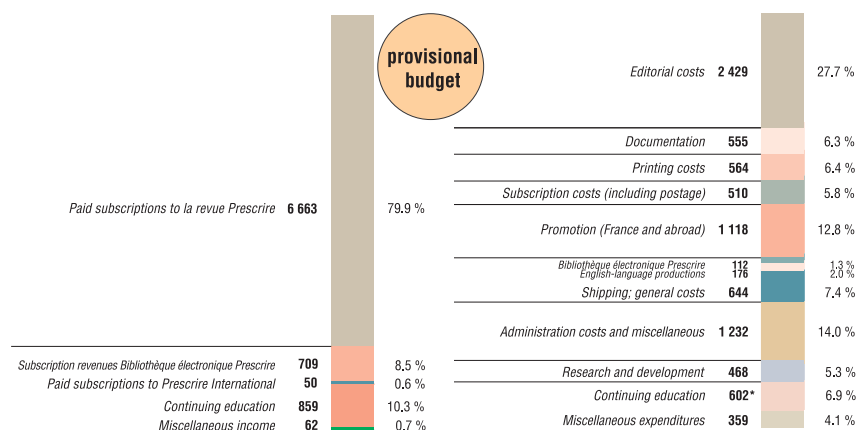
AMP : fiscal year 2009-2010

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

AMP provisional budget for fiscal year 2009-2010.

Income (ex-tax) : €8 343 K

Expenditure (ex-tax) : €8 769 K



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