

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.

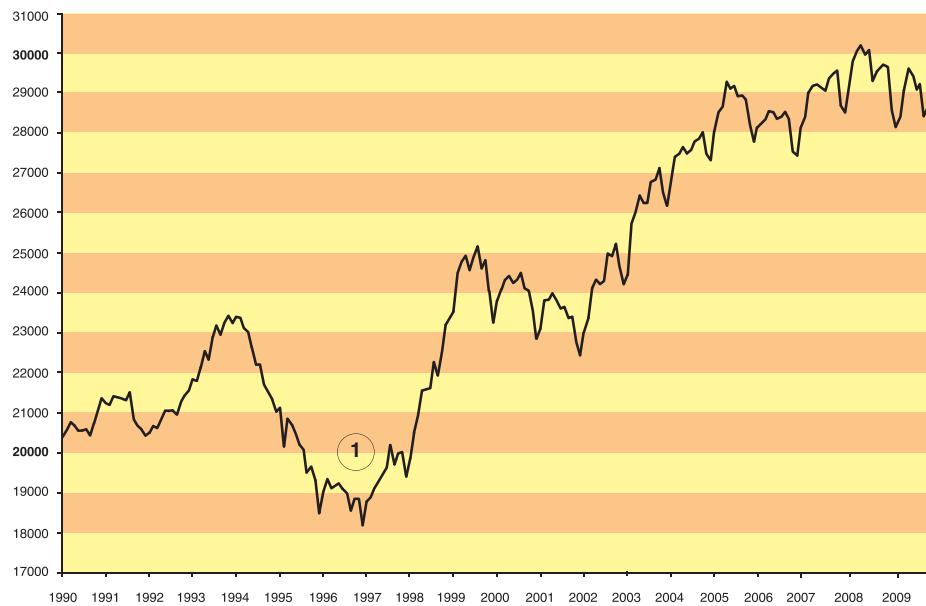
AMP is a non-profit organisation governed by the French law of 1901. For the sake of transparency, it has published its annual financial report in the March issue of *la revue Prescrire* since 1992, and in the June issue of *Prescrire International* (a). This information is also freely available online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

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-

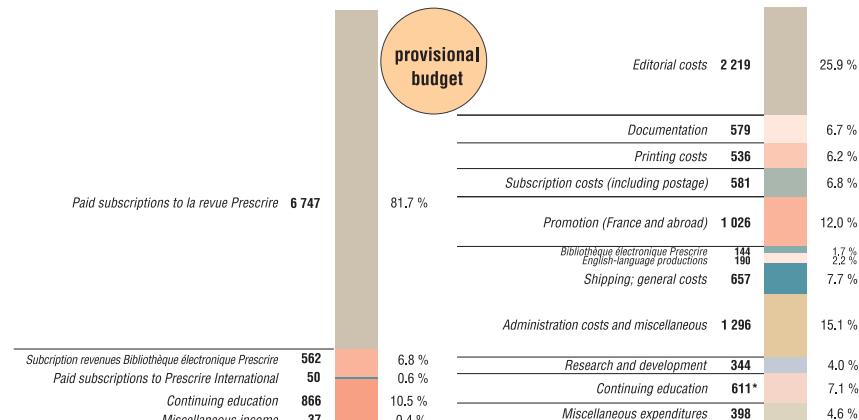
AMP : fiscal year 2008-2009

(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



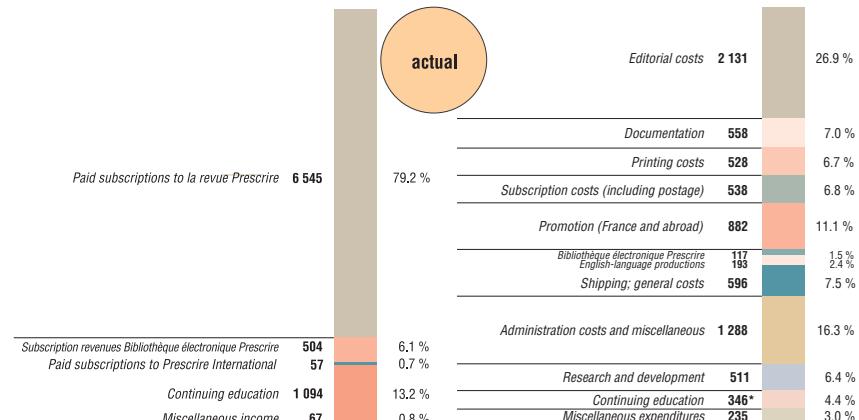
1 K€ = 1 000 €

* 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.

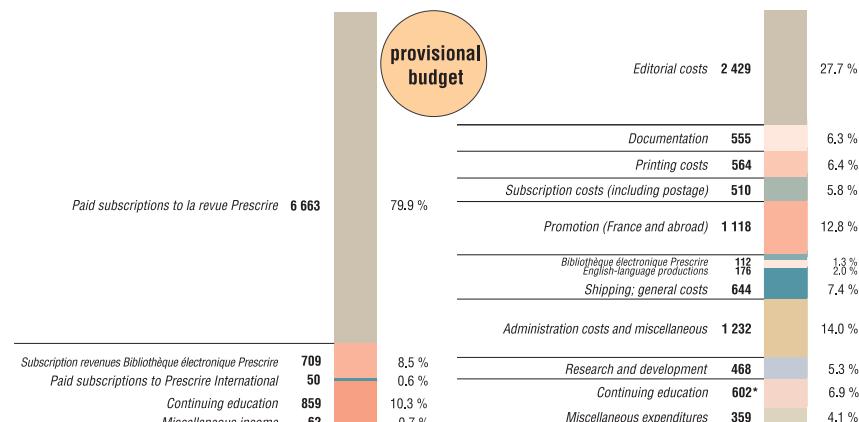
AMP : fiscal year 2009-2010

(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.