

The finances of Association Mieux Prescrire: 2018 annual report

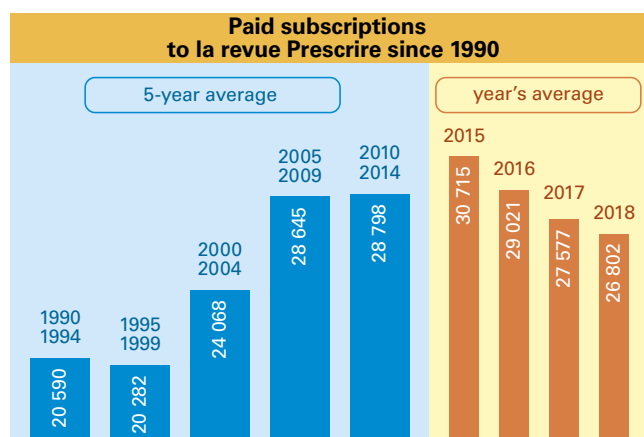
The legal entity responsible for *Prescrire's* publications is Association Mieux Prescrire (AMP), a non-profit organisation governed by the French law of 1 July 1901. This is currently the best legal structure to ensure *Prescrire's* ongoing financial independence and is also most in line with our values (a).

Prescrire's independence relies on the fact that all our activities are funded by subscribers, as we accept no advertising or any other form of financial support.

As AMP is engaged in economic activity, it is subject to the regulations governing taxation and employment that apply to companies based in France, and its accounts are audited and approved by a firm of chartered accountants. AMP's legal structure requires that its Board of Directors and General Assembly vote on its budgets every year.

In the interests of transparency, AMP has published its annual financial report every year since 1992 in the March issue of the French edition and the June issue of *Prescrire International*, and makes them freely available on its French and English websites, www.prescrire.org and english.prescrire.org.

Fewer subscribers. The total number of subscribers to our French edition fell during the 2017/2018 fiscal year (which ran from 1 September 2017 to 31 August 2018) from 27 390 in August 2017 to 26 719 one year later (see graph). However, compared with the previous fiscal year, the number of new subscribers and the proportion of existing subscribers who renewed their subscriptions increased slightly, which seems to indicate that our major investment in digital development over recent years is starting to bear fruit.



Resources at subscribers' fingertips. The 2017/2018 fiscal year saw the launch of our mobile app, *Application Prescrire*, for tablets and smartphones in November 2017. This advance is likely to have a profound impact on the day-to-day practice of subscribers to our French edition by giving them real-time access, wherever they are, to all our French-language resources.

An increasing number of our subscribers adopted the digital package that includes *Application Prescrire* over the course of the year. By the end of August 2018, they made up 37% of our subscribers compared with 22% one year earlier.

n° 407 September 2017		OCCUPATION	n° 419 September 2018	
number	%		number	%
15 811	57.7	General practitioners	16 037	60.0
1 357	5.0	Specialists	1 306	4.9
4 907	17.9	Pharmacists	4 686	17.5
3 305	12.1	Medical students	2 914	10.9
209	0.7	Pharmacy students	130	0.5
125	0.5	Drug companies	118	0.4
1 676	6.1	Miscellaneous (1)	1 528	5.8
27 390	100	Total paid circulation	26 719	100

Successful launch of *Compétence 4*. The second notable event of the 2017/2018 fiscal year was the publication of the first issue of our new monthly journal for nurses, *Compétence 4*, in January 2018. The number of subscribers had already reached 1134 by the end of August 2018 and continues to grow.

Prescrire's continuing education programmes also make an important contribution to our financial stability. The number of participants in these programmes during the 2017/2018 fiscal year was similar to last year: 4630 (about 18% of subscribers) took part in the Monthly Readers' Test, 3480 (about 13% of subscribers) in our Thematic Training Programme, and 340 and 376 in our practice improvement programmes *Question de Pratiques* and *Médicaments en Questions*.

Ongoing projects. During the 2017/2018 fiscal year, investments in projects that are important for *Prescrire's* future, including

1- Profession not specified, civil servants, other health professions.

Application Prescrire, Compétence 4, development of an on-line payment platform, and development of other digital projects, were in line with the budget.

At the same time, we embarked on a plan to reorganise the management team, with the aim of consolidating the structures in place and ensuring their continuity.

Lower than expected loss. After three years of surpluses, a loss had been forecast for the 2017/2018 fiscal year. The actual loss was lower than predicted, mainly thanks to the efforts of our committed team to spend every euro received from subscribers as wisely as possible.

This modest loss means that *Prescrire* can expect to incur another loss in the 2018/2019 fiscal year in order to complete its current investment programme.

Moving forward. Thanks to major investments over recent years, *Prescrire* has gained stability and experience. Our tools are now more effective and our products more attractive. We are therefore in a strong position to tackle the challenges ahead, including convincing more people, in particular younger healthcare professionals, to join the *Prescrire* movement.

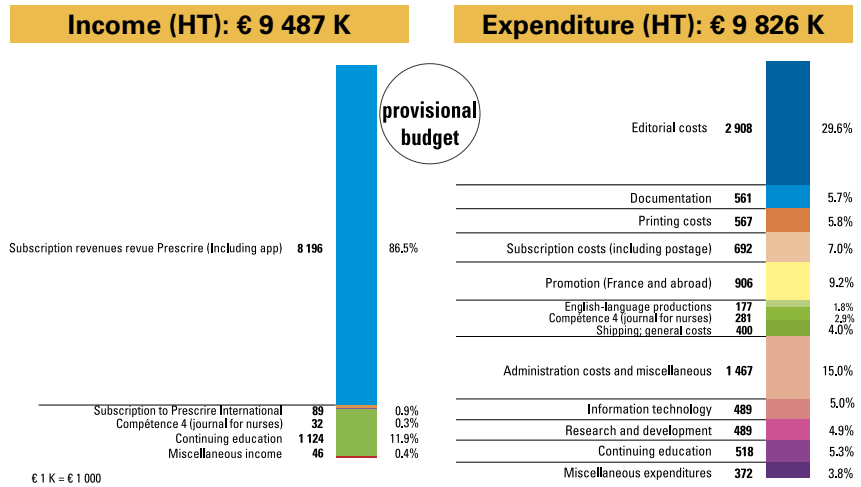
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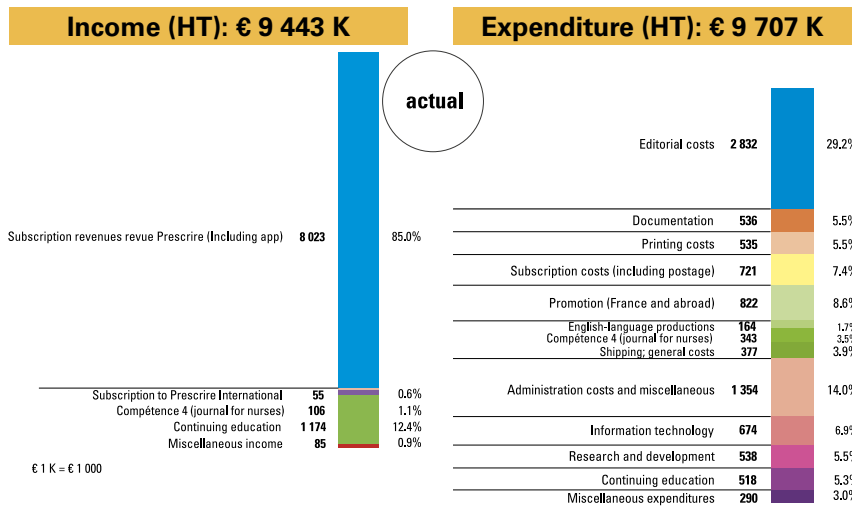
a- Excerpt from Article 1 of the bylaws of AMP: "To work, in all independence, in favour of quality healthcare, first and foremost in the interest of patients".

AMP: fiscal year 2017-2018 (01/09/2017-31/08/2018)

AMP provisional budget



AMP actual income and expenditure in fiscal year 2017-2018



AMP: fiscal year 2018-2019 (1/09/18-31/08/19)

AMP provisional budget

