The finances of Association Mieux Prescrire: 2016 Prescrire annual report

All of *Prescrire*'s publications, educational programmes and events are produced by *Association Mieux Prescrire* (AMP), a non-profit organisation governed by the French law of 1 July 1901. *Prescrire* feels that this legal structure is the best guarantee of our financial independence and is most consistent with our team's values.

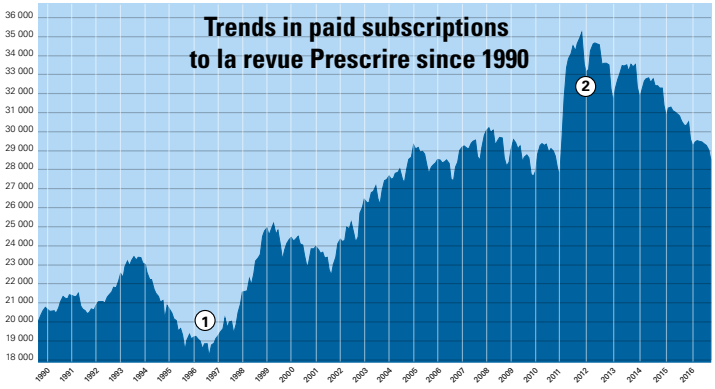
As AMP is a non-profit organisation engaged in economic activity, it is subject to the regulations governing taxation, employment and accounting that apply to companies based in France. It therefore pays corporate tax and complies with employment legislation. Its accounts are audited and approved by a firm of chartered accountants.

For transparency purposes, AMP has published its annual financial report every year for the past 25 years in the March issue of its French journal, *la revue Prescrire*. It is also published in the June issue of *Prescrire International* and made freely available on our French and English websites, www.prescrire.org and english.prescrire.org.

Persistent difficulty attracting new subscribers. The number of subscribers to *la revue Prescrire* stood at 28 533 at the end of August 2016, versus 30 361 one year earlier. The proportion opting for the combined printed and digital package, "*L'Intégrale Prescrire*", remained stable at around 18%. The total number of subscribers is now at the same level as before the Mediator® disaster was first revealed in autumn 2010 (see graph below).

Subscriptions to the printed and digital versions of our journals are the cornerstone of *Prescrire*'s financial health, because they account for 86% of its income.

The decrease in the number of subscriptions was not due to declining loyalty, which remains as high as ever, with about 86% of subscribers choosing to renew their subscription. This decrease is the consequence of our persistent difficulty in attracting new subscribers to replace those who inevitably end their subscription, mainly due to retirement. There are many reasons for this difficulty, including profound changes in the ways people access and use information, brought about by advances in digital technology, and changes to France's healthcare system and the organisation of its continuing professional development programme for health professionals, which does not encourage the use of independent sources to improve knowledge and skills.



1- This fall in the number of subscription was the result of interrupted mail promotion for 18 months.
2- This increase corresponds to Prescrire's higher profile after the Mediator® disaster.

Breakdown of paying subscribers to French edition

OCCUPATION	n° 383 September 2015		n° 395 September 2016	
	number	%	number	%
General practitioners	15 682	51.6	16 062	56.3
Specialists	1 528	5.0	1 448	5.1
Pharmacists	5 782	19.0	5 276	18.5
Medical students	4 581	15.1	3 499	12.3
Pharmacy students	321	1.1	272	0.9
Drugs companies	139	0.5	134	0.5
Miscellaneous (1)	2 328	7.7	1 842	6.4
Total circulation	**30 361**	**100**	**28 533**	**100**

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

Prescrire's educational programmes: slightly fewer participants. *Prescrire* offers several educational programmes in French. During the 2015/2016 financial year, the number of participants in our Monthly Readers' Test increased again, to 4730 participants from 4699 the previous year. The four other educational programmes offered by *Prescrire* attracted fewer participants: 3629 versus 3899 for our Thematic Training Programme; 327 versus 432 for *Question de Pratiques*, 398 versus 400 for *Médicaments en Questions*; and 531 versus 682 for our Nursing Training Programme.

The Thematic Training Programme has been updated and now has its own area on our website, which has proved popular among participants.

Participants continue to express high levels of satisfaction with our two practice improvement programmes, *Question de Pratiques* and *Médicaments en Questions*, in the surveys we carry out at the end of each session.

Continued development. *Prescrire* continued to adapt during the 2015/2016 financial year to better meet our subscribers' needs. We revamped the layout of our journals and digital content to make them easier to read, introducing these changes to *la revue Prescrire* in September 2016 (n° 395) and to *Prescrire International* in February 2017 (n° 179). Also this year, the bulk of the development of a new tool for accessing our French digital content, *Application Prescrire,* was completed. This software improves upon and replaces the former electronic library. Finally, we began work on a new publication for nurses, *Périodique Infirmier*, due to launch in 2018.

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Break-even result. As the charts opposite show, AMP returned a break-even result for the 2015/2016 financial year. This was made possible in particular by the entire team's responsiveness and mobilisation in dealing with *Prescrire*'s decrease in income. It is worth noting that this result was achieved without reducing expenditure on research and development, which in fact was slightly higher than last year.

Many projects still underway. In order to continue our mission "*to work, in all independence, in favour of quality healthcare, first and foremost in the interest of patients*", *Prescrire* keeps listening to healthcare professionals and investing in projects that enable us to adapt to today's and tomorrow's requirements. The many projects currently underway continued unabated despite the tight control we maintained over spending this 2015/2016 financial year.

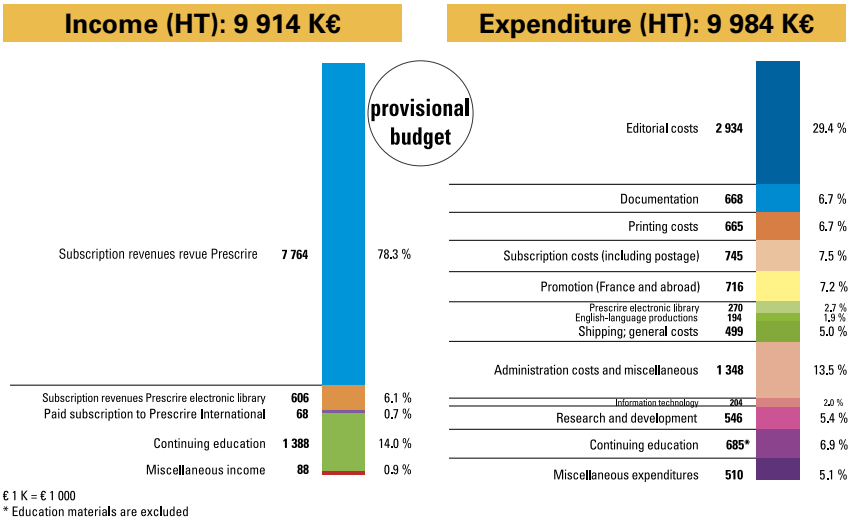
This is good news for healthcare professionals and patients alike!

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▶ Translated from *Rev Prescrire*
March 2017
Volume 37 N° 401 • Pages 164-165

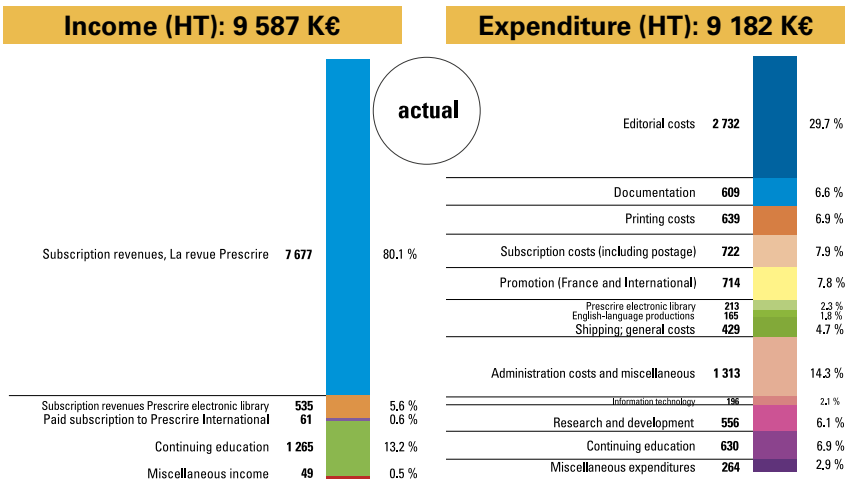
AMP: fiscal year 2015-2016 (1/09/15-31/08/16)

AMP provisional budget



€ 1 K = € 1 000
* Education materials are excluded

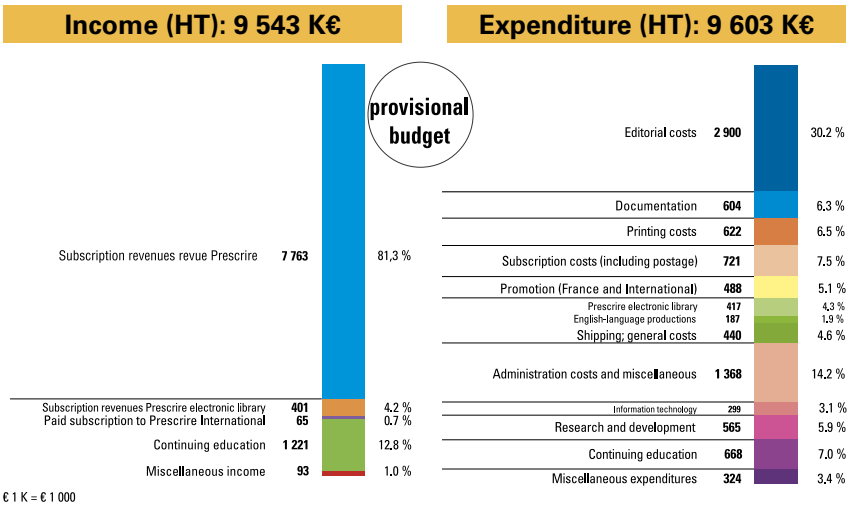
AMP actual income and expenditure in fiscal year 2015-2016



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