

# The finances of Association Mieux Prescrire: 2019 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 available in France to accommodate *Prescrire's* economic activity and financial independence. It is also most in line with our objective of serving the public interest.

All of *Prescrire's* activities are funded through subscriptions, with no income from advertising or grants. This means that, financially, *Prescrire* is solely dependent on its subscribers.

As AMP is a non-profit organisation engaged in commercial activity, it is subject to the regulations governing taxation and employment that apply to companies in France, and its accounts are audited and approved by a firm of chartered accountants. AMP submits its budgets to its Board of Directors and General Assembly every year for approval. In the interests of transparency, AMP has published a summary of its annual financial report every year

since 1992 in the March issue of the French edition and in the June issue of *Prescrire International*, and makes them freely available on its French and English websites, [www.prescrire.org](http://www.prescrire.org) and [english.prescrire.org](http://english.prescrire.org).

**Deficit much smaller than expected.** In the provisional budget for fiscal year 2018/2019 (which ran from 1 September 2018 to 31 August 2019), expenditure was expected to exceed income by about 6%, to enable AMP to complete its ongoing investment programme. The reality was quite different, and a near break-even result was achieved. This was made possible through careful control of expenditure across all budget lines, without delaying our projects, thanks to the efforts of the entire *Prescrire* team.

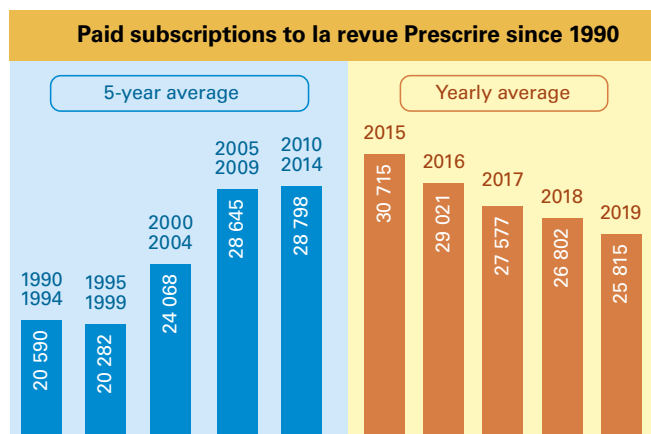
**Continued success of L'Application Prescrire.** Income was slightly higher in fiscal year 2018/2019, mainly due to solid growth in the number of subscriptions with access to *L'Application Prescrire*. By the end of this period, half of our subscribers had opted for a package including this app, which provides access to all of *Prescrire's* French articles as well as some useful features: for example, users are able to cut-and-paste, add notes to articles, and manage their favourites. A new service, *Dans l'Actualité*, was added in November 2018. Updated several times a month, it offers practical advice on health topics covered by the media.

Subscription revenue from *Compétence 4*, our journal for the nursing profession, which completed its first full year of publication, increased in line with expectations. Revenue from our other publications remained stable.

**Slightly fewer subscribers, but more students.** The number of new subscribers to our French edition was slightly higher in 2018/2019 than in the previous fiscal year and, as ever, a high proportion (about 87%) of existing subscribers renewed their subscriptions. However, the increase in new subscribers was not sufficient to compensate for the number of subscriptions that came to an end, resulting in a slight drop in total subscriptions (see graph).

Analysis of the occupations of our subscribers shows a small but encouraging increase in the number of medical students.

**Finalisation of Le Guide Prescrire.** The 2018/2019 fiscal year saw the final phase of development before the launch of the app *Le Guide Prescrire*, the product of five years' work. With this new app, included with our standard French-language subscription since October 2019, health professionals can in a few clicks obtain short, clear answers to many questions that arise in routine



Breakdown of subscribers to French edition				
n° 419 September 2018		OCCUPATION	n° 431 September 2019	
Number	%		Number	%
16 037	60,0	General practitioners	15 512	60,0
1 306	4,9	Specialists	1 204	4,7
4 686	17,5	Pharmacists	4 359	16,9
2 914	10,9	Medical students	3 125	12,1
130	0,5	Pharmacy students	117	0,4
118	0,4	Drug companies	99	0,4
1 528	5,8	Miscellaneous (1)	1 416	5,5
26 719	100	Total paid circulation	25 832	100

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

## Association Mieux Prescrire

Association Mieux Prescrire (AMP) is set up in such a way as to ensure the ongoing independence, quality and usefulness of Prescrire's publications and programmes.

- Prescrire staff carefully check information provided by pharmaceutical companies, by medical experts and by other sources that are potentially subject to influence;
- AMP does not sell, lease or otherwise transfer subscribers' addresses to any other persons or organisations;
- AMP does not accept subscriptions paid for by pharmaceutical companies on behalf of healthcare professional;
- AMP does not accept bulk sales of subscriptions to trade unions or professional groups;
- Prescrire staff do not accept any gifts from pharmaceutical companies. They do not participate in any sponsored trips.

health care, knowing that the information provided is regularly updated and based on rigorous and robust analyses, carried out by an independent team.

**Social media.** Prescrire expanded its use of Facebook and Twitter over fiscal year 2018/2019. These communication channels enable our reviews and values to be shared more widely. In addition, subscribers who wish to do so can rely on Prescrire more easily in public debates, such as the one surrounding the Mediator® trial that opened in September 2019.

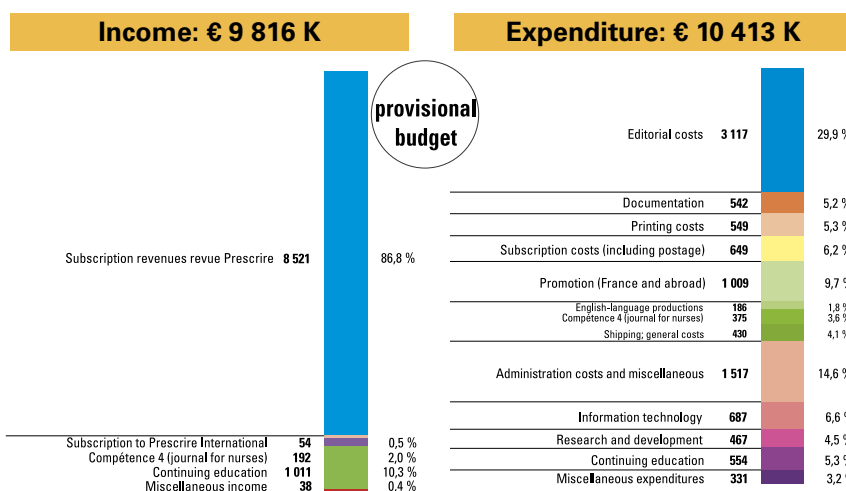
**Consolidated action.** The Prescrire team has been adapting to societal changes for years, while maintaining a steady course and financial stability. In an often-challenging environment, we have held firm and continued to work for the public good, in total independence, with patients' interests as our priority.

©Prescrire

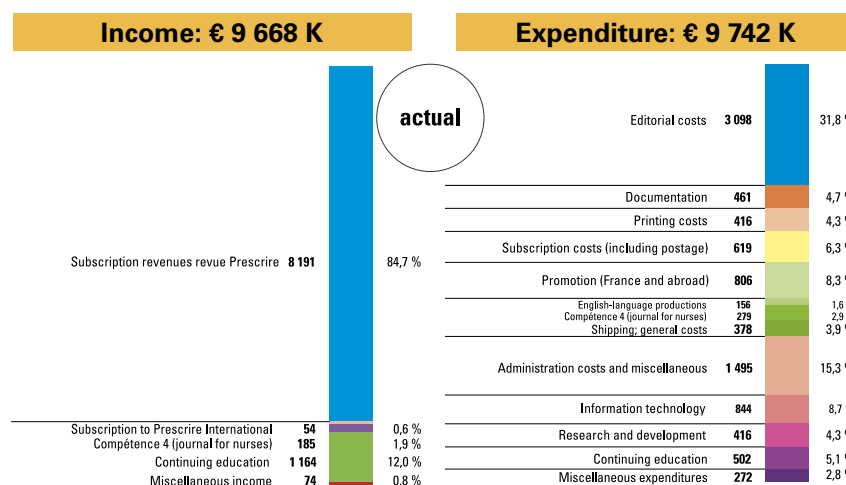
► Translated from *Rev Prescrire* March 2020  
Volume 40 N° 437 • Pages 164-165

## AMP: fiscal year 2018-2019 (01/09/2018-31/08/2019)

### AMP provisional budget

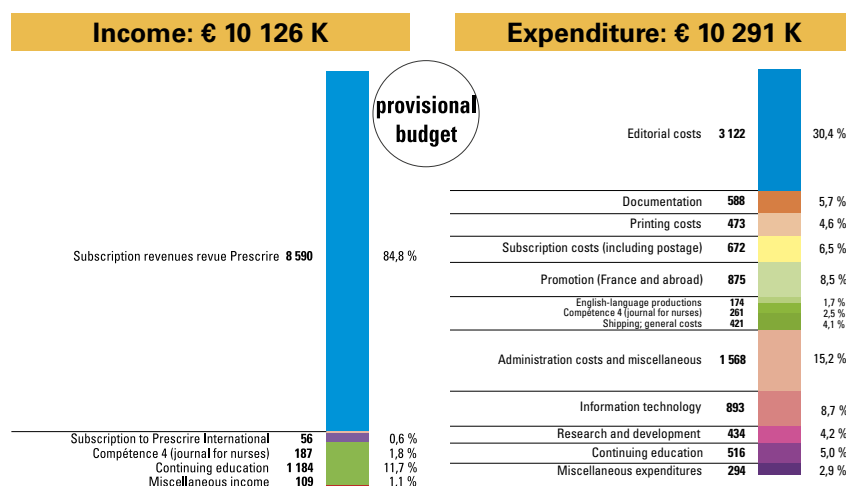


### AMP actual income and expenditure in fiscal year 2018-2019



## AMP: fiscal year 2019-2020 (1/09/19-31/08/20)

### AMP provisional budget



€1 K = €1 000  
Amounts exclusive of VAT