Translated from Rev Prescrire March 2012; 32 (341): 164-165

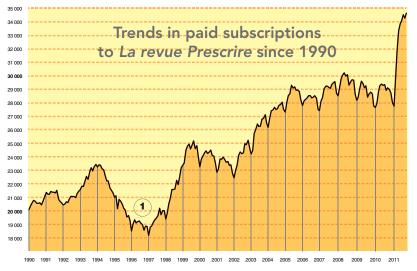
The finances of Association Mieux Prescrire : 2011 Prescrire annual report

ssociation Mieux Prescrire (AMP), a non-profit organisation governed by the French law of 1901, publishes the journals *La revue Prescrire* and *Prescrire International* and offers several continuing education programmes for healthcare professionals. Since 1992 AMP has published its annual financial report in the March issue of *La revue Prescrire* and in the May or June issue of *Prescrire International* (**a**).

As AMP is engaged in a form of economic activity, it is subject to the same fiscal and accounting regulations as French companies: it therefore pays corporate tax and VAT and complies with employment legislation. Its accounts are audited and approved by a firm of chartered accountants.

Sharp rise in circulation

Fiscal year 2010-2011 ran from 1 September 2010 to 31 August 2011. It was a remarkable year for *Prescrire* (for a summary of the annual financial report, see the charts on page 117). *Prescrire* received a great deal of media



1-This fall in the number of subscribers in 1994-1996 was the result of a lack of mail promotion for 18 months.

OCCUPATION	n° 323 September 2010		n° 335 September 2011	
	number	%	number	%
General practitioners	14 368	49.3	16 857	48.7
Specialists	1 480	5.1	1 966	5.7
Pharmacists	5 909	20.3	6 872	19.8
Medical students	3 825	13.1	4 556	13.1
Pharmacy students	455	1.6	543	1.6
Drug companies	190	0.7	190	0.5
Miscellaneous (1)	2 875	9.9	3 658	10.6
Total circulation	29 102	100	34 642	100

Breakdown of paying subscribers to La revue Prescrire

1- Civil servants, other health professionals ; etc.

coverage in the wake of the Mediator^o disaster.

As a direct result of this coverage, a large number of healthcare professionals chose *La revue Prescrire* as an independent, high-quality, continuing-education journal. Circulation therefore rose sharply. By 31 August 2011, the number of paid subscriptions had risen to 34 642, an increase of nearly 20% compared to 31 August 2010.

There was also a substantial influx of new subscribers to the *L'Intégrale Prescrire* package (5 908 subscribers as of 31 August 2011, an increase of 7.5%). This package includes a subscription to *La revue Prescrire* along with *Prescrire*'s electronic library, which provides access to the *Prescrire* database from one or two personal computers via a search engine.

The number of participants in *Prescrire's* continuing education programmes (*Prescrire's Monthly Readers' Test* and *Prescrire's Thematic Training Programme*) remained stable (**b**).

New subscribers help to promote and maintain an independent professional movement, because *Prescrire* is funded solely by its subscribers, and accepts neither grants nor advertising.

Increase in subscriber loyalty

Prescrire's ongoing success is also strongly linked to the loyalty of its subscribers. The proportion of subscribers who renewed their subscriptions during fiscal year 2010-2011 was higher than in previous years: about 90% for *La revue Prescrire* and about 96% for the *L'intégrale Prescrire* package.

The recognition *Prescrire* received in the wake of the Mediator^o disaster for the quality of its work also represents recognition for those healthcare professionals who have sometimes made considerable efforts over the years to remain informed through independent and reliable sources.

New projects launched

Prescrire's online educational programme for nurses was launched in April 2011 (b). It complies with Prescrire's strict quality standards and provides another opportunity to enable nursing professionals, who until recently accounted for only a minority of subscribers to La revue Prescrire, to also draw on robust information in order to provide better care to patients. At the end of the fiscal year, there were 694 subscribers to this programme.

In July 2010, Prescrire's continuing education programme for community pharmacy staff was discontinued as it no longer seemed to meet their educational needs. The profession of community pharmacists in France is in a state of flux, and the coming years will see changes in their role in healthcare provision and their system of remuneration. Pharmacists will therefore need to broaden their skills as health professionals. With this in mind, Prescrire is in the process of developing new programmes for community pharmacists and their teams, better suited to this new situation.

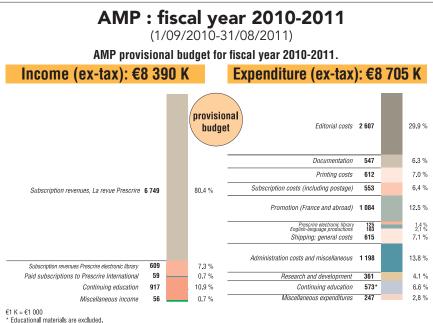
Many other projects are in various stages of development: improving access to the information on Prescrire's website, to make it available on a variety of digital devices; developing new programmes for improving professional practice as well as specific programmes on drug interactions; strengthening Prescrire's presence in medical and pharmacy schools (c); and improving access to information in English. The overriding goal remains the same: to provide healthcare professionals with reliable, robust, high-quality information in the most convenient format possible, so that they can provide better care, in patients' best interests.

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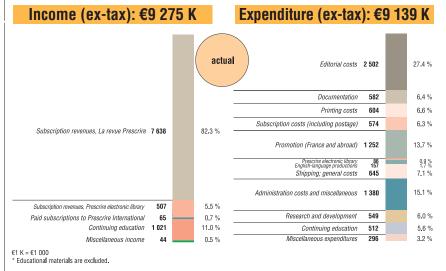
a- Key data for fiscal year 2009-2010 were published in Prescrire International no. 116, pages 134-135. The bylaws of Association Mieux Prescrire are freely available online at www.prescrire.org.

b- For more information about Prescrire's continuing education programmes (in French only), see http:// formations.prescrire.org.

c- For more information about the benefits of Prescrire's publications and continuing education programmes for healthcare professionals in undergraduate or postgraduate training, see http://campus.prescrire.org (in French only).



AMP actual income and expenditure in fiscal year 2010-2011.



AMP : fiscal year 2010-2011 (1/09/2011-31/08/2012)

AMP provisional budget for fiscal year 2011-2012. Income (ex-tax): €9 457 K Expenditure (ex-tax): €9 695 K provisional Editorial costs 2 629 27.1 % budget Documentation 682 7.0 % 6.0 % 578 Printing costs Subscription costs (including postage) 754 7.8 % Subscription revenues, La revue Prescrire 7 866 83.2 % Promotion (France and abroad) 1 326 13.7 % 102 180 Prescrire electronic library 18% 7.1 % Shipping; general costs 694 11.9 % Administration costs and miscellaneous 1 150 6.5 % 0.6 % 9.2 % Information technology Research and development 222 322 2.3 % 3.3 % Subscription revenues Prescrire electronic library Paid subscriptions to Prescrire International 619 59 868 Continuing education 670* 6.9 % Continuing education 4.0 % Miscellaneous expenditures 386 Miscellaneous income 45 0.5 % €1 K = €1 000 * Educational materials are excluded

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