Translated from ***Rev Prescrire*** **February 2016; 36 (389): 164-165**

The finances of Association Mieux Prescrire: 2015 Prescrire annual report

Association Mieux Prescrire (AMP), a non-profit organisation governed by the French law of 1 July 1901, produces all of *Prescrire*'s publications, continuing education programmes and events (**a**).

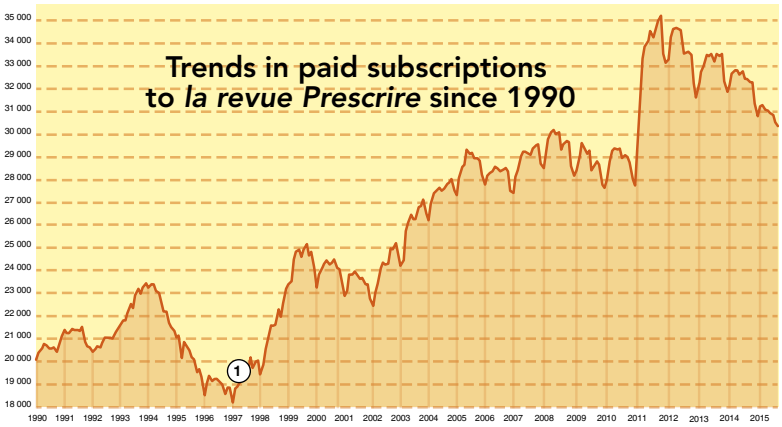
As AMP is engaged in an economic activity, it is subject to the regulations governing taxation, employment and accounting that apply to companies based in France. It therefore pays corporate tax and complies with employment legislation, etc. Its accounts are audited and approved by a firm of chartered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

With a view to ensuring full transparency, AMP publishes its annual financial report in the March issue of *la revue Prescrire* and in the June issue of *Prescrire International*, as well as making it freely available on its French and English websites, www.prescrire.org and english.prescrire.org.

Fewer paid subscriptions. The number of paid subscriptions to *la revue Prescrire* fell by about 2000 during fiscal year 2014-2015, standing at 30 361 at the end of August 2015. The number of subscribers remained higher than at the end of 2010, when the Mediator° disaster first appeared in the mass media, which was followed in early 2011 by a surge in subscriptions to our French journal (see graph).

With the continued crisis that has hit print media in general, including the medical and pharmaceutical continuing education press, fiscal year 2014-2015 was a difficult period for attracting new subscribers. As in previous years, the percentage of subscribers who renewed their subscription remained extremely high, at about 85%.

Other reasons behind our difficulties in attracting new subscribers were: the harsh general economic environment; uncertainty among health professionals over the future of the healthcare system in France and over France's continuing professional development (CPD) programme; and profound changes in the ways they access information, education and documentation, brought about by digitalisation. *Prescrire* is responding and adapting to these challenges with new offerings and new tools, some of which are already available, while others are under development.



1- This fall in the number of subscription in 1994-1996 was the result of interrupted mail promotion for 18 months.

Breakdown of paying subscribers to *la revue Prescrire*

OCCUPATION	n° 371 September 2014		n° 383 September 2015	
	number	%	number	%
General practitioners	16 118	49.8	15 682	51.6
Specialists	1 708	5.3	1 528	5.0
Pharmacists	6 235	19.2	5 782	19.0
Medical students	4 844	15.0	4 581	15.1
Pharmacy students	499	1.5	321	1.1
Drugs companies	79	0.2	139	0.5
Miscellaneous (1)	2 929	9.0	2 328	7.7
Total circulation	32 412	100	30 361	100

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

Fewer participants in some education programmes. *Prescrire* has been offering continuing education programmes (in French) for many years, with the aim of helping health professionals learn useful information to improve the quality of health care. These longstanding programmes are the Monthly Readers' Test, our Thematic Training Programme and, since 2011, our Nursing Training Programme.

We later added two practice improvement programmes (*Question de Pratiques*, launched in 2013, and *Médicaments en Questions* in 2014) that enable doctors, pharmacists and nurses practising in France to meet their annual CPD needs. It is in patients' interest that health professionals work together, basing their practice on a shared body of high-quality information.

Fiscal year 2014-2015 saw a slight decrease in enrolment in most of our continuing education and practice improvement programmes. Some of these programmes (for example our Thematic Training Programme) were recently adapted to better meet our subscribers' expectations, while other adaptations are under development.

The number of participants in our Monthly Readers' Test increased however, from 4542 to 4699, 400 of

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whom were also enrolled in our new *Médicaments en Questions* programme, which focuses on using drugs correctly and incorporates the Monthly Readers' Test.

Plans to continue work in favour of quality healthcare. The development of new offerings and new tools aimed at health professionals is essential if AMP is to continue "*to work, in all independence, in favour of quality healthcare, first and foremost in the interest of patients*", as stated in Article 1 of its bylaws). *Prescrire* is working on new projects that will enable subscribers to use the information we provide more comfortably and effectively, on computers, tablets or smartphones, with the objective of providing access to *Prescrire* data in a format as close as possible to the point of care.

Mobilisation remains strong. The *Prescrire* team intensified its work for the health profession and patients during fiscal year 2014-2015. This work is made possible by our subscribers and participants in our continuing education and practice improvement programmes. They alone finance the *Prescrire* movement, given our commitment to refuse any types of advertising, grants or subsidies. Our thanks and congratulations go to every one of our subscribers and every member of the *Prescrire* team for their contribution!

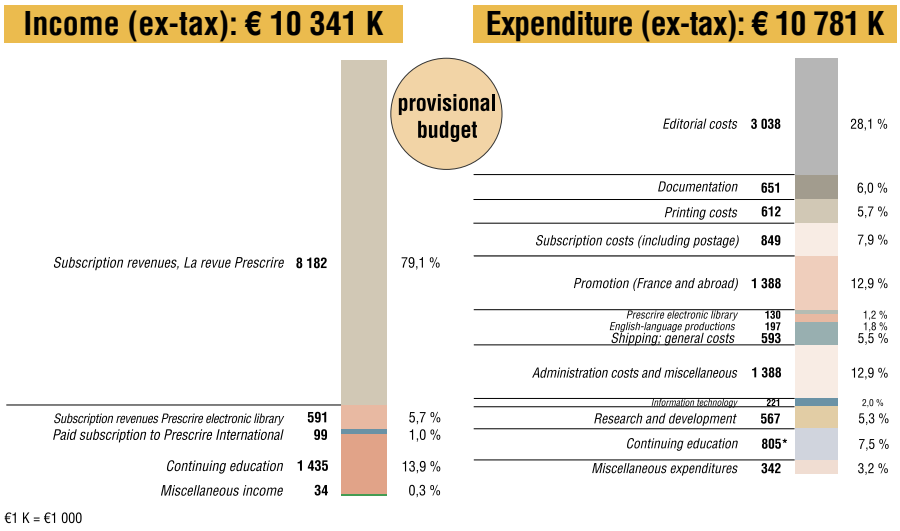
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a- To join Association Mieux Prescrire, you simply need to have subscribed to the journal for at least 2 years, sign Prescrire's "Non merci…" Charter, and pay a membership fee. The charter and AMP's bylaws are freely available online (in French only) at www.prescrire.org. Contact: AMP, 83 boulevard Voltaire, 75558 Paris, Cedex 11 - France. amp@prescrire.org

AMP: fiscal year 2014-2015

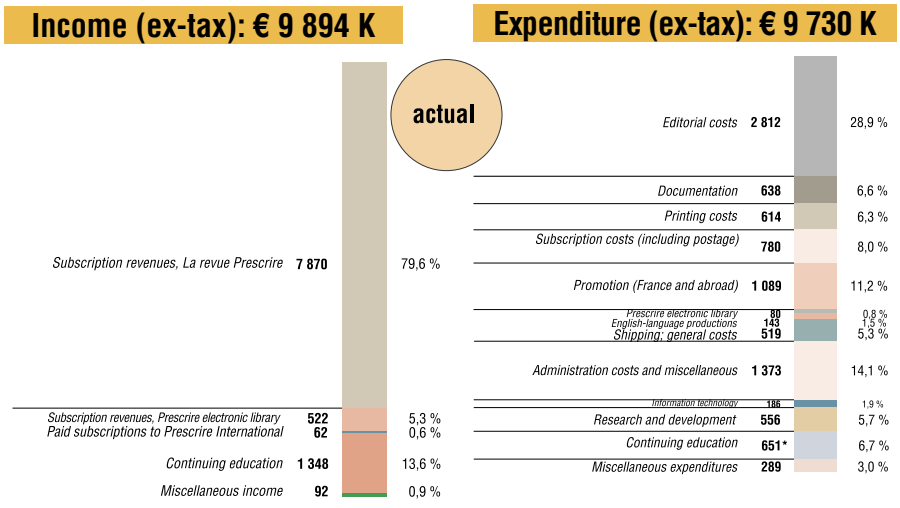
(1/09/2014-31/08/2015)

AMP provisional budget for fiscal year 2014-2015.



€1 K = €1 000

AMP actual income and expenditure in fiscal year 2014-2015.

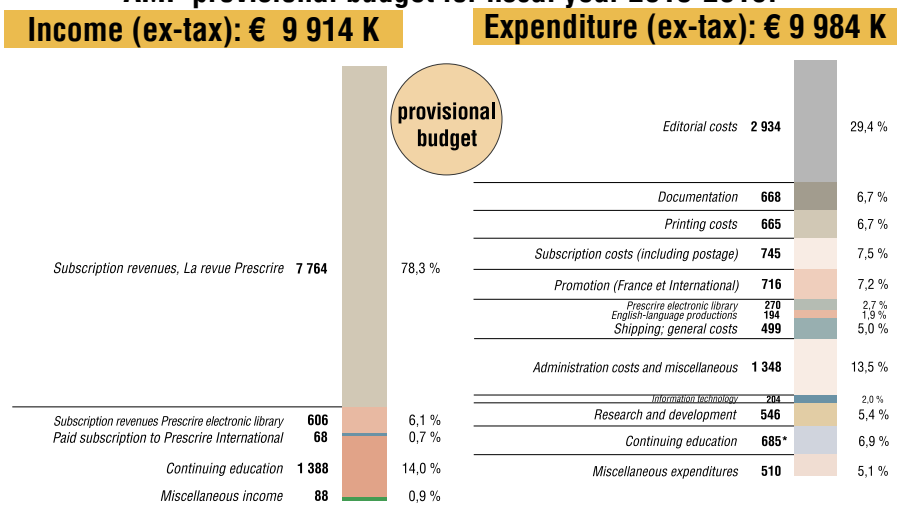


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* Educational materials are excluded.

AMP: fiscal year 2015-2016

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