Facts and figures

Translated from ***Rev Prescrire*** **March 2013; 33 (353): 164-165**

The finances of Association Mieux Prescrire: 2012 Prescrire annual report

Association Mieux Prescrire (AMP), a non-profit organisation governed by the French law of 1 July 1901, publishes the journals *la revue Prescrire* and *Prescrire International*, and offers several continuing education programmes for healthcare professionals.

Since 1992, with a view to full transparency, AMP has published its annual financial report in the March issue of La *revue Prescrire* and in *Prescrire International*.

As AMP is engaged in a form of 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.

Consolidation of last year's circulation gains

Fiscal year 2011–2012 ran from 1 September 2011 to 31 August 2012. It was a year of consolidation for *Prescrire* (for a summary of the annual financial report, see opposite).

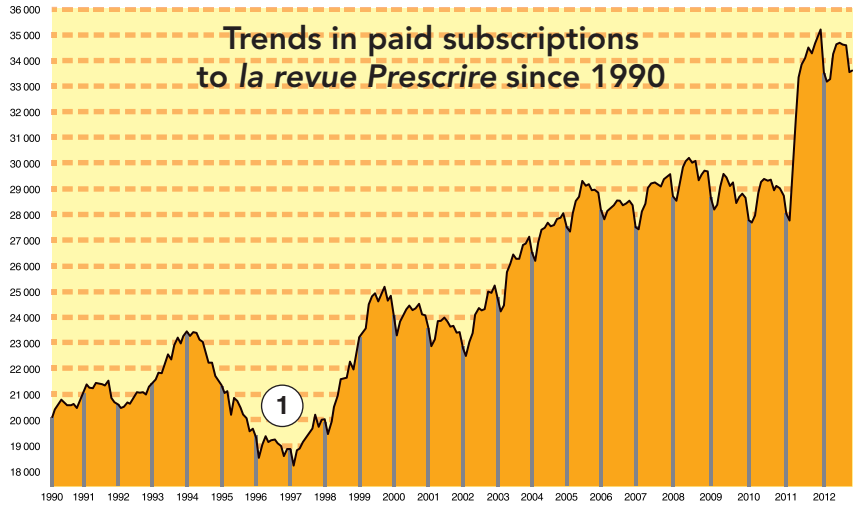
As a result of the media coverage of the Mediator® disaster in France, many health professionals decided to subscribe to *Prescrire* as a reliable, independent source of information and continuing education. This led to a surge in the number of subscriptions in the first half of 2011 (see below).

It was foreseeable that *Prescrire*'s growth in circulation would slow or plateau in fiscal year 2011–2012.

By the end of the fiscal year (31 August 2012), *Prescrire's* French edition had about 33 600 subscribers, compared with about 34 500 one year earlier.

The number of subscribers to the L'*Intégrale Prescrire* package remained stable (5894 subscribers on 31 August 2012 compared with 5908 on 31 August 2011). This package includes a subscription to *la revue Prescrire* together with *Prescrire*'s electronic library, which allows subscribers to download the *Prescrire* database onto their computer.

Our stable circulation figures are due in large part to the remarkable loyalty of our subscribers.



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

Breakdown of paying subscribers to *la revue Prescrire*

OCCUPATION	n° 335 September 2011		n° 347 September 2012	
	number	%	number	%
General practitioners	16 857	48.7	16 128	48.1
Specialists	1 966	5.7	1 861	5.5
Pharmacists	6 872	19.8	6 362	19.0
Medical students	4 556	13.1	4 988	14.9
Pharmacy students	543	1.6	551	1.6
Drug companies	190	0.5	168	0.5
Miscellaneous (1)	3 858	10.6	3 487	10.4
Total circulation	**34 642**	**100**	**33 545**	**100**

1- Civil servants, other health professionals ; etc.

More participants in our educational programmes

In addition to publishing *la revue Prescrire* and *Prescrire International*, AMP offers continuing education and programmes for improving professional practice for healthcare professionals (**a**).

A record 4252 subscribers registered for the 2011–2012 session of *Prescrire*'s Monthly Readers' Test. This was the first year that the monthly questionnaires could be completed online, an option chosen by 2727 participants.

Enrolment in *Prescrire*'s Thematic Training Programme increased considerably and far exceeded expectations, with 4722 participants by the end of the fiscal year, compared with 4002 at the end of the previous year. *Prescrire*'s online educational programme for nurses has been running since April 2011. The number of participants remained stable this year, at around 700.

The interest healthcare professionals have shown in these courses has encouraged *Prescrire* to develop additional programmes for continuing education or improving professional practice. For example, subscribers enrolled in our new practice improvement programme, "*Question de pratiques*", began their first assignment in March 2013.

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Cost containment

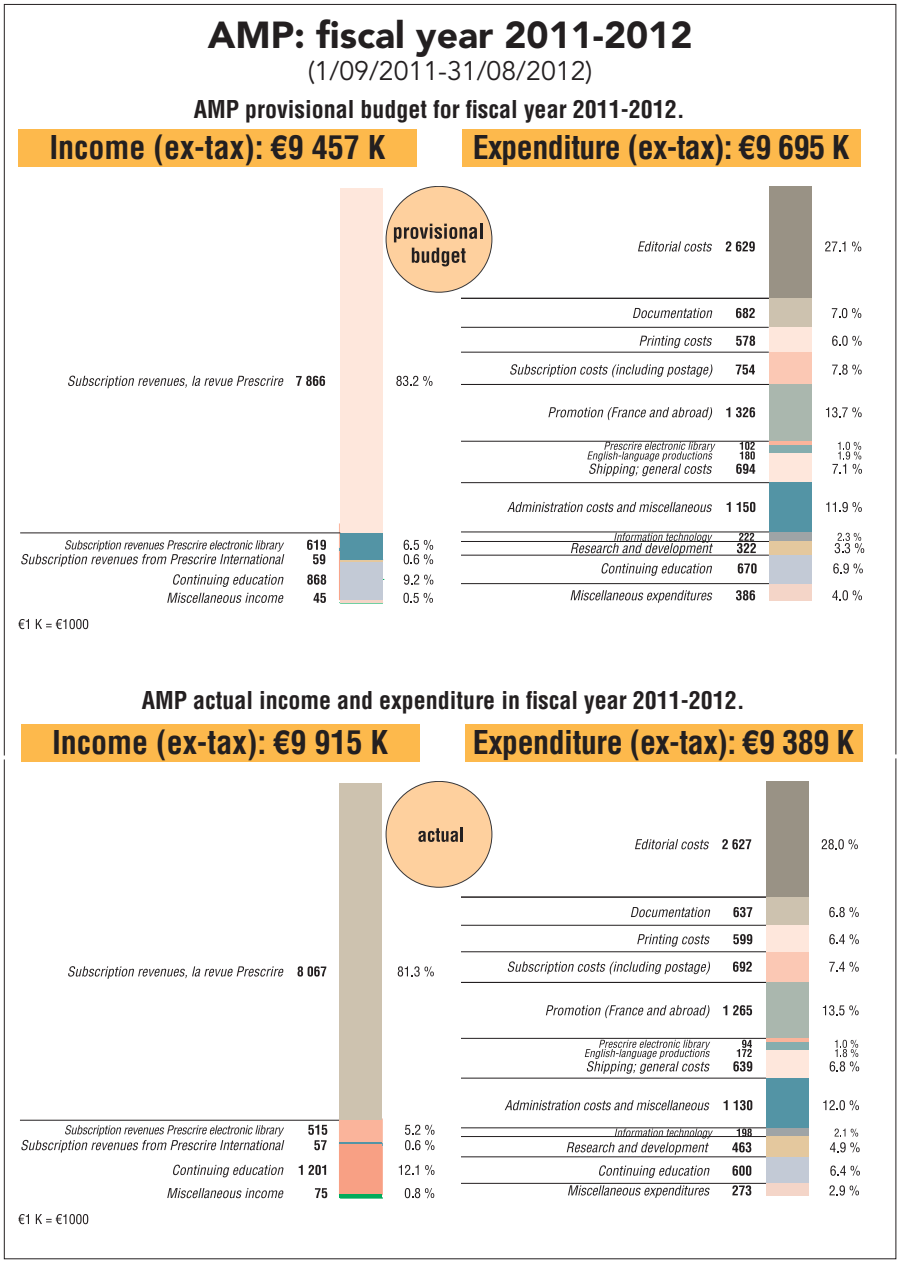
Expenditure was about 2.7% higher in fiscal year 2011–2012 than in the previous year. It was lower than forecast however, mainly due to delays in recruiting additional staff for some of our production teams, which took longer than expected. In the end, our financial statements showed a net profit as opposed to the net loss forecast.

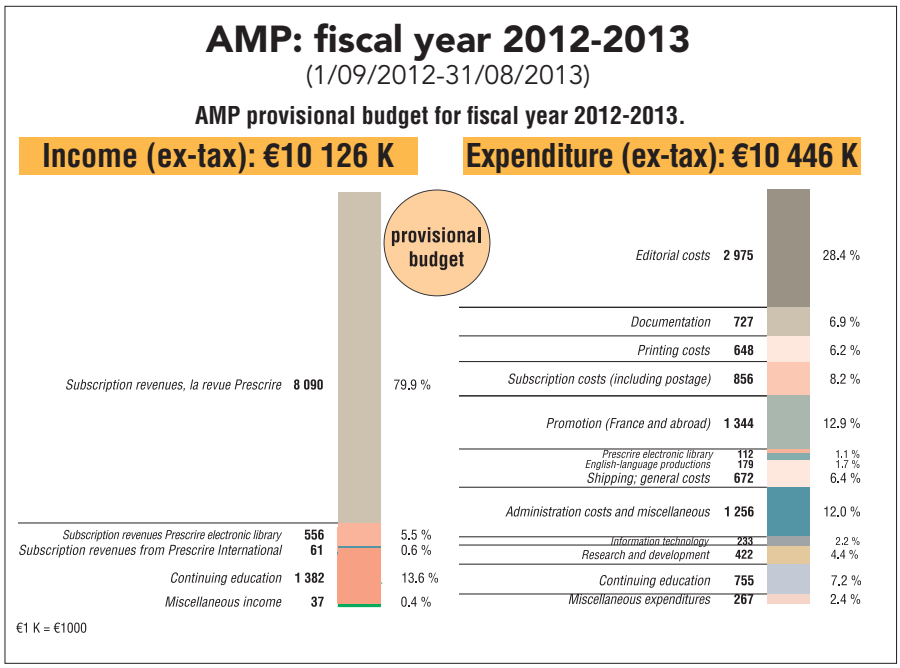
This leaves *Prescrire* in a stronger position to make structural investments (to recruit additional staff, extend and refurbish its premises) and to invest in the development of new projects, always with the same overriding aim: to offer health professionals resources to obtain information and education to provide higher quality care, first and foremost in the interest of patients.

These investments are mainly necessary to prepare for the future, given the uncertainties surrounding continuing professional development in France and the general economic climate.

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a- *For more information about Prescrire's continuing education programmes (in French only), see our dedicated website: formations.prescrire.org.*





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