

The finances of Association Mieux Prescrire: 2014 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 (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 them freely available on its

websites, www.prescrire.org and english.prescrire.org.

Slightly fewer new subscribers.

Fiscal year 2013-2014 ran from 1 September 2013 to 31 August 2014, in a challenging climate. In addition to the harsh general economic environment, health professionals in France had to contend with a number of specific difficulties, such as uncertainty about the future of the healthcare system, and the confusion surrounding training and continuing professional development (CPD) in the health professions.

The number of paid subscriptions to *la revue Prescrire* fell slightly during this fiscal year, with 32 412 subscribers at the end of August 2014, compared with 33 532 one year earlier. The number of subscribers to the *L'Intégrale Prescrire* package also fell:

5707 paid subscriptions at the end of August 2014, compared with 5891 one year earlier. This package includes a subscription to *la revue Prescrire* and also allows subscribers to download a database containing the journal's entire archive of back issues onto two personal computers.

These decreases are due to greater difficulty in recruiting new subscribers, although the percentage of subscribers who renewed their subscriptions has remained extremely high.

Consistent commitment to education. In addition to publishing its two journals, *Prescrire* offers healthcare professionals a number of educational and practice improvement programmes.

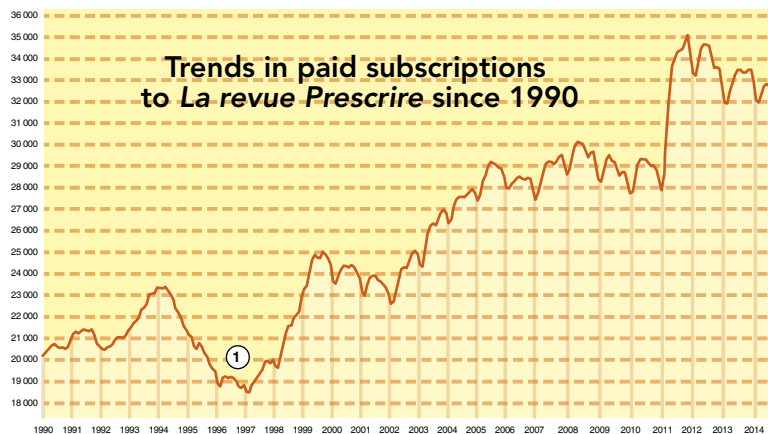
Another record was broken in our Monthly Readers' Test, with 4542 health professionals participating in the 2013-2014 session.

Enrolment in our Thematic Training Programme and Nursing Training Programme remained stable, with about 4100 and 800 participants respectively.

Prescrire designed and offered these programmes well before the launch of France's official programme for health professionals.

Uncertainties surrounding CPD in France.

Fiscal year 2013-2014 saw the second session of *Prescrire's* multidisciplinary practice improvement programme "*Question de Pratiques*". One of the benefits of this programme is that it enables *Prescrire* subscribers practising in France to meet their annual requirements. The 2014 session attracted 552 participants, about half as many as in the previous session. One reason for this decrease is the confusion surrounding France's CPD programme for health professionals. Another reason is that *Prescrire* had to substantially increase course fees to align them with the actual cost of running these courses. Back in 2012, *Prescrire* chose not to receive any funding from the national organisation that manages for health professionals.



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

Breakdown of paying subscribers to *La revue Prescrire*

OCCUPATION	n° 359 September 2013		n° 371 September 2014	
	number	%	number	%
General practitioners	16 289	48.5	16 118	49.8
Specialists	1 810	5.4	1 708	5.3
Pharmacists	6 418	19.1	6 235	19.2
Medical students	5 107	15.2	4 844	15.0
Pharmacy students	512	1.5	499	1.5
Drugs companies	155	0.5	79	0.2
Miscellaneous (1)	3 241	9.8	2 929	9.0
Total circulation	33 532	100	32 412	100

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

Working for healthcare professionals and patients. In summary, despite a net loss in 2013-2014, *Prescrire* is withstanding the crisis that has hit the media in France, specifically medical and pharmaceutical journals.

La revue Prescrire is wholly funded by its subscribers, carries no advertising, and receives no grants or subsidies whatsoever. It was rated as the top journal in terms of credibility and contribution to education by community pharmacists in France. It is also the monthly educational journal with the highest circulation among French general practitioners (1,2). This is an important endorsement, and all credit must go to these professionals.

The economic climate looks tough in the immediate future. However, thanks to the renewed support of our subscribers, the entire team is working to expand *Prescrire's* readership and to improve the services we provide for students, nurses, pharmacists, doctors and others, both in France and around the world.

Our latest multidisciplinary practice improvement programme began in autumn 2014: "*Médicaments en Questions*". Other projects are under development for the coming years.

Our overriding aim always remains the same: to work, in total independence, to help improve the quality of health care, first and foremost in the interest of patients.

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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 bylaws of the association are freely available online (in French only) at www.prescrire.org. Contact: AMP, 83 boulevard Voltaire, 75558 Paris, Cedex 11 - France; amp@prescrire.org.

Selected references from Prescrire's literature search.

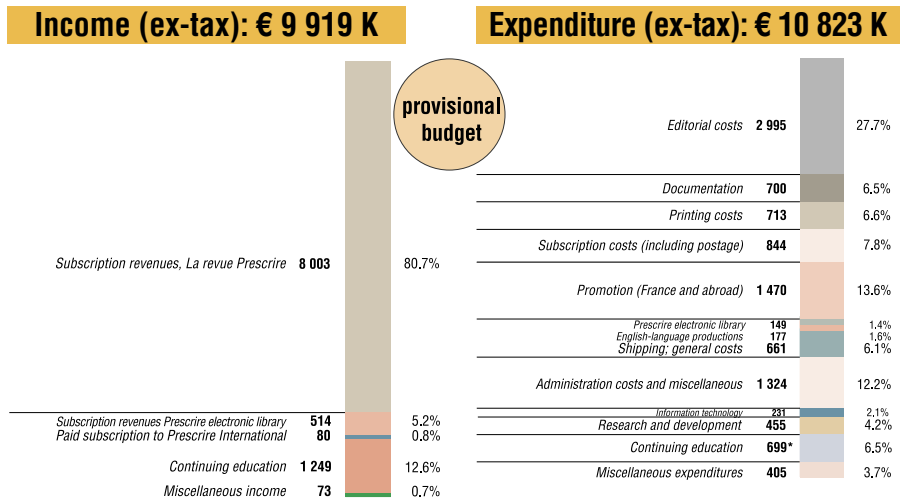
1- "Quand les pharmaciens notent leurs revues professionnelles" *Le Moniteur des Pharmacies* 2014; 3053: 6.

2- "Le généraliste n° 1 des magazines papier de la presse médicale en couverture et en audience" *Le Généraliste* 21 October 2014: cover wrap.

AMP: fiscal year 2013-2014

(1/09/2013-31/08/2014)

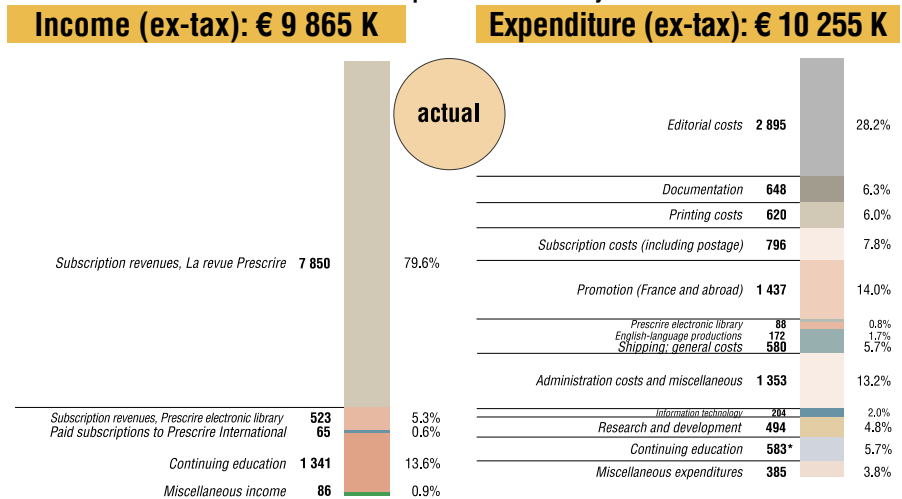
AMP provisional budget for fiscal year 2013-2014.



€1 K = €1 000

* Educational materials are excluded.

AMP actual income and expenditure in fiscal year 2013-2014.



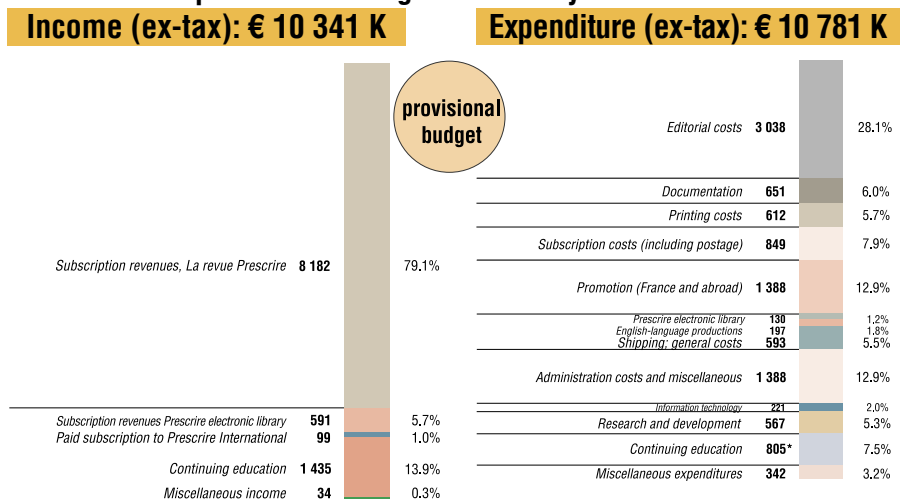
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