

important. Not only are these ads dishonest and misleading, they fly in the face of important education we have undertaken on the dangers to seniors of overmedication.

It is now recognized by most health care experts that our medical care system has to shift towards preventative care. Unfortunately, Bill C-91 has a reverse orientation, taking it back to an undue reliance on medication based on the 1950's model.

ENTRENCHING MONOPOLY RIGHTS FOR THE PHARMACEUTICAL MULTINATIONALS

Clearly, Bill C-91 will not improve our Medicare system. In fact, it will add significant new costs, which could result in a further erosion of coverage.

What is the rationale for this legislation then? A patent, after all, gives the patent-holder the monopoly right to produce and market that pharmaceutical, without having to worry about competition. Why is our government granting these monopolies? After all, its agenda of privatization and deregulation (which has been such an abject failure in industries like transportation) preaches the virtues of competition.

The answer to this can be found by examining the interests which favour Bill C-91. Let's start with PMAC. PMAC represents the top brand-name drug manufacturers in Canada. They are the ones which made all the promises at the time Bill C-22 was passed. They promised more jobs, more research and development (R & D), and more manufacturing in Canada. Instead, a recent study by