

The Controversial Relationship Between Doctors and The Pharmaceutical Industry

By: Jasko Sabatini

Preface:

- ▶ A majority of the info provided in these slides is based on two articles
 - ▶ **Drug-Company Payments Mirror Doctors' Brand-Name Prescribin**
by npr
 - ▶ **Drug Companies & Doctors: A Story of Corruption by The New York Review of Books.** It should be noted that this article is based, primarily, on the three books listed below.

Side Effects: A Prosecutor, a Whistleblower, and a Bestselling Antidepressant on Trial

by Alison Bass

Algonquin Books of Chapel Hill, 260 pp., \$24.95

Our Daily Meds: How the Pharmaceutical Companies Transformed Themselves into Slick Marketing Machines and Hooked the Nation on Prescription Drugs

by Melody Petersen

Sarah Crichton/Farrar, Straus and Giroux, 432 pp., \$26.00

Shyness: How Normal Behavior Became a Sickness

by Christopher Lane

Yale University Press, 263 pp., \$27.50; \$18.00 (paper)

Dr. Joseph L. Bierderman

- ▶ Professor of psychiatry at Harvard Medical School and chief of pediatric psychopharmacology at Harvard's Massachusetts General Hospital.
- ▶ 1.6 million in consulting fees

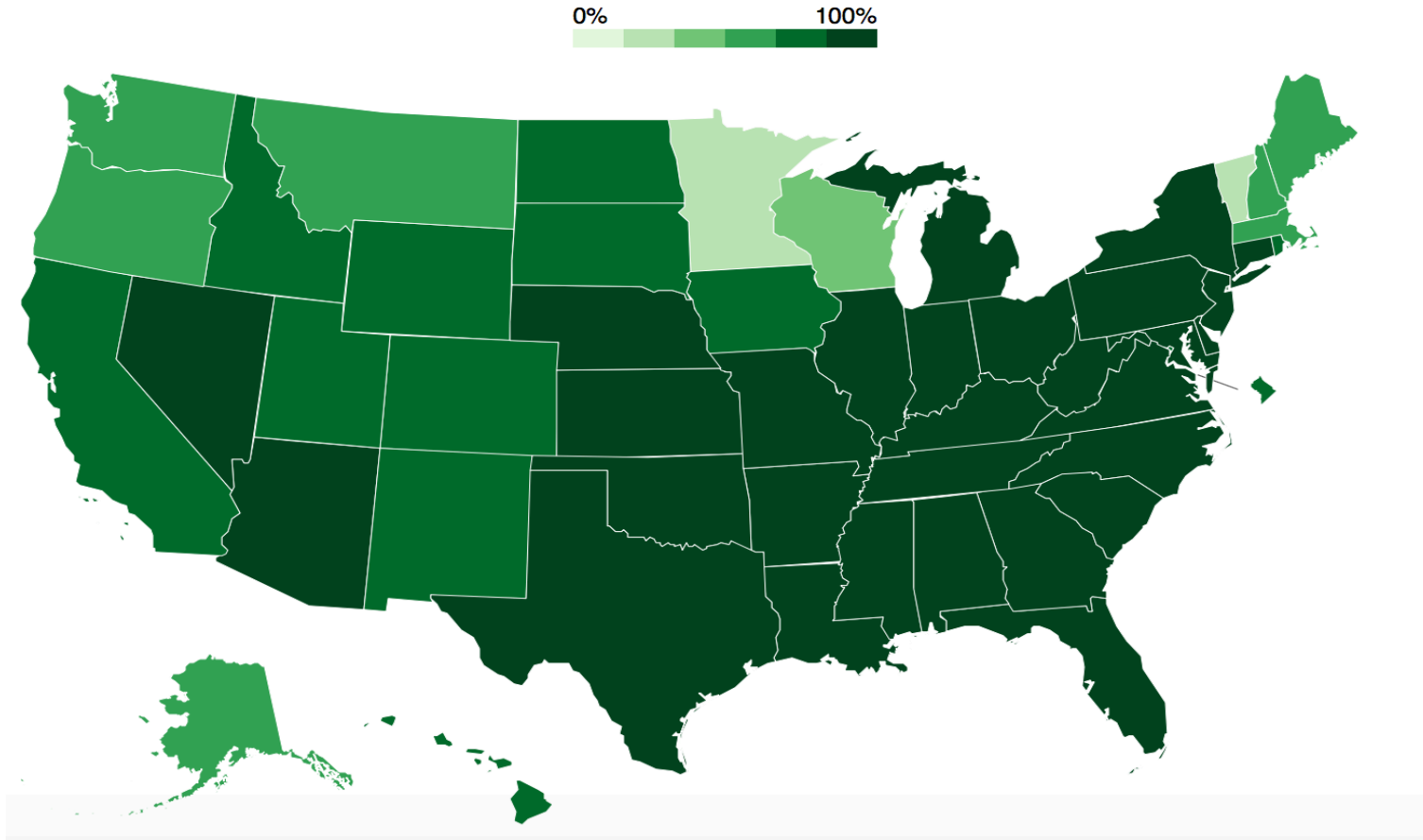
Dr. Alan F. Schatzberg

- ▶ Chair of Stanford's psychiatry department and president-elect of the American Psychiatric Association.
- ▶ Corcept Therapeutics and Mifepristone

Dr. Charles B. Nemeroff

- ▶ Chair of Emory University's department of psychiatry and, along with Schatzberg, coeditor of the influential *Textbook of Psychopharmacology.2*
- ▶ Nemeroff and GlaxoSmithKline

Doctors Receiving Payments



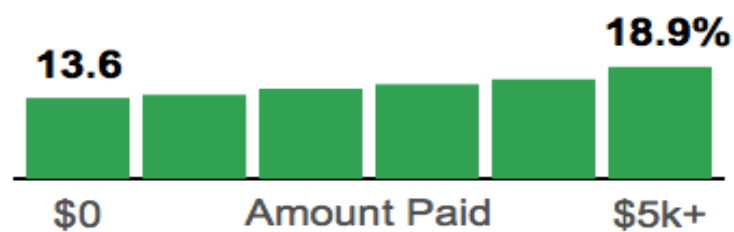
What Do Pharmaceutical Companies Pay Doctors for doing?

- ▶ Quick note on legal loop holes
- ▶ What do Doctors get paid for?
 - ▶ Consulting
 - ▶ Speaking at company-sponsored meetings
 - ▶ Ghost-authors of papers written by drug companies or their agents
 - ▶ putting their patients on a drug and transmitting some token information to the company.
 - ▶ free meals
 - ▶ other out-and-out gifts

How Does This Relationship Affect Medicine

- ▶ Ties to senior faculty at prestigious medical schools
- ▶ Sponsorship of clinical trials
- ▶ Involvement in studies
- ▶ Influence on practice guidelines issued by professional and governmental bodies

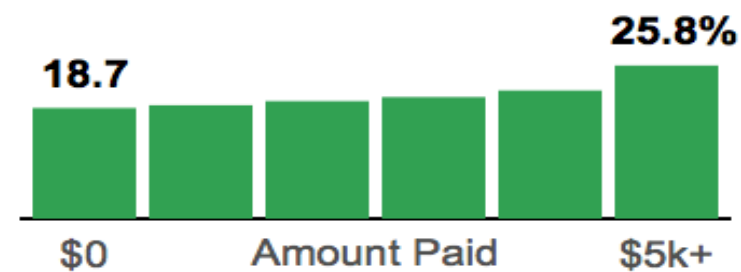
Brand-Name
Prescribing Rate



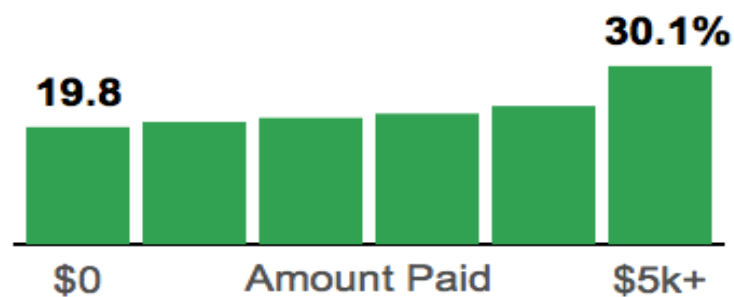
Psychiatry



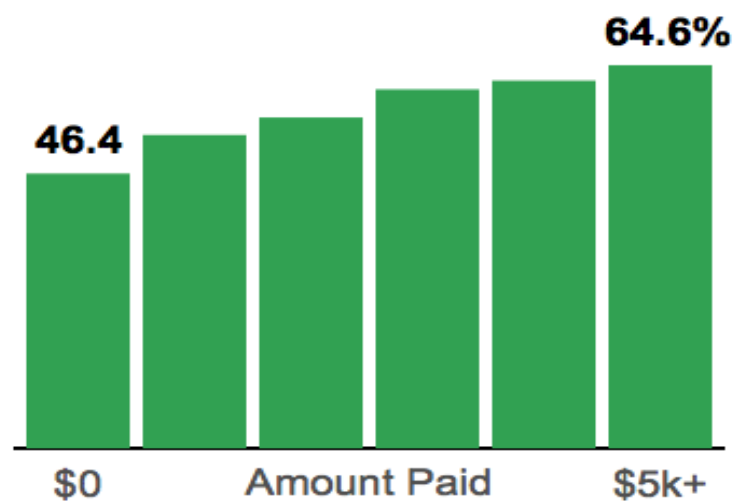
Cardiovascular Disease



Family Medicine



Internal Medicine



Ophthalmology

In the past year, have you been contacted by an insurer or pharmacy asking you to switch a prescription drug to a different one—meaning another drug, not a generic copy of the drug you prescribed?



Results

- ▶ Placebos
- ▶ Hidden negative results
- ▶ Of seventy-four clinical trials of antidepressants
 - ▶ 37/38 positive studies were published
 - ▶ Of the thirty-six negative studies, thirty-three were either not published or published in a form that conveyed a positive outcome

New Approach From Drug Companies

- ▶ Marketing the disease not the drug
 - ▶ Renaming diseases
 - ▶ Paying experts to put their names on articles
 - ▶ Host conferences where their drug is promoted

Far Reaching Consequences

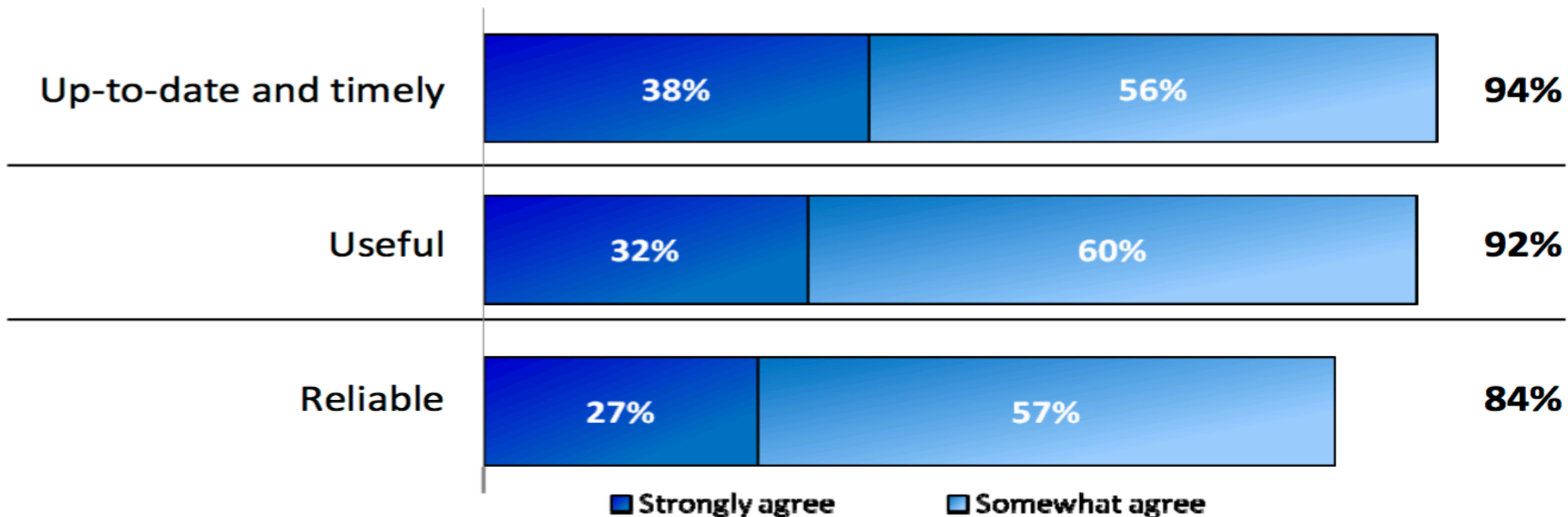
- ▶ The *Diagnostic and Statistical Manual of Mental Disorders*
- ▶ One contributor to the DSM-III task force:
 - ▶ “There was very little systematic research, and much of the research that existed was really a hodgepodge—scattered, inconsistent, and ambiguous. I think the majority of us recognized that the amount of good, solid science upon which we were making our decisions was pretty modest.”

Getting FDA Approval

- ▶ Is it safe?
- ▶ Minimal evidence

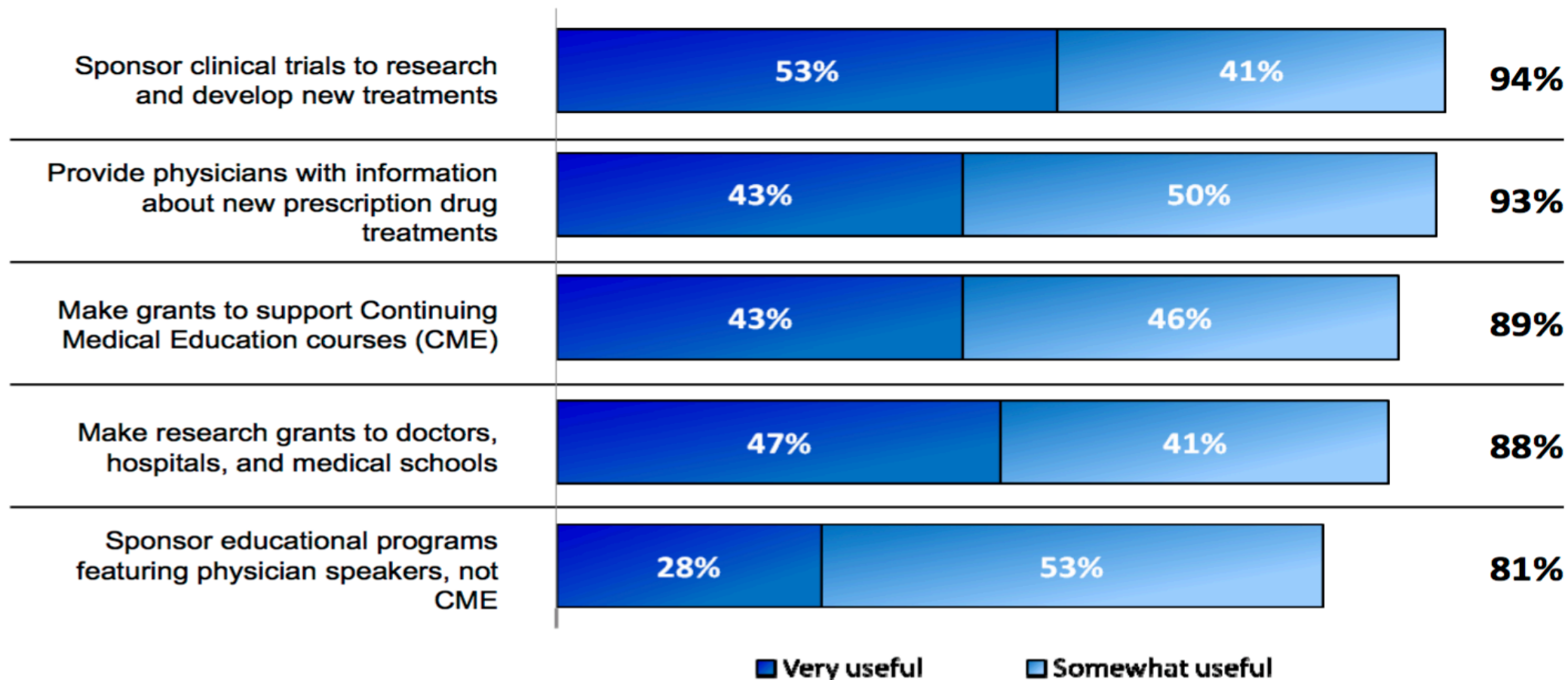
Large majorities report that information from pharmaceutical company representatives is up-to-date, useful, and reliable.

I'm going to read you some statements about the information provided by pharmaceutical company representatives. For each statement, tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree



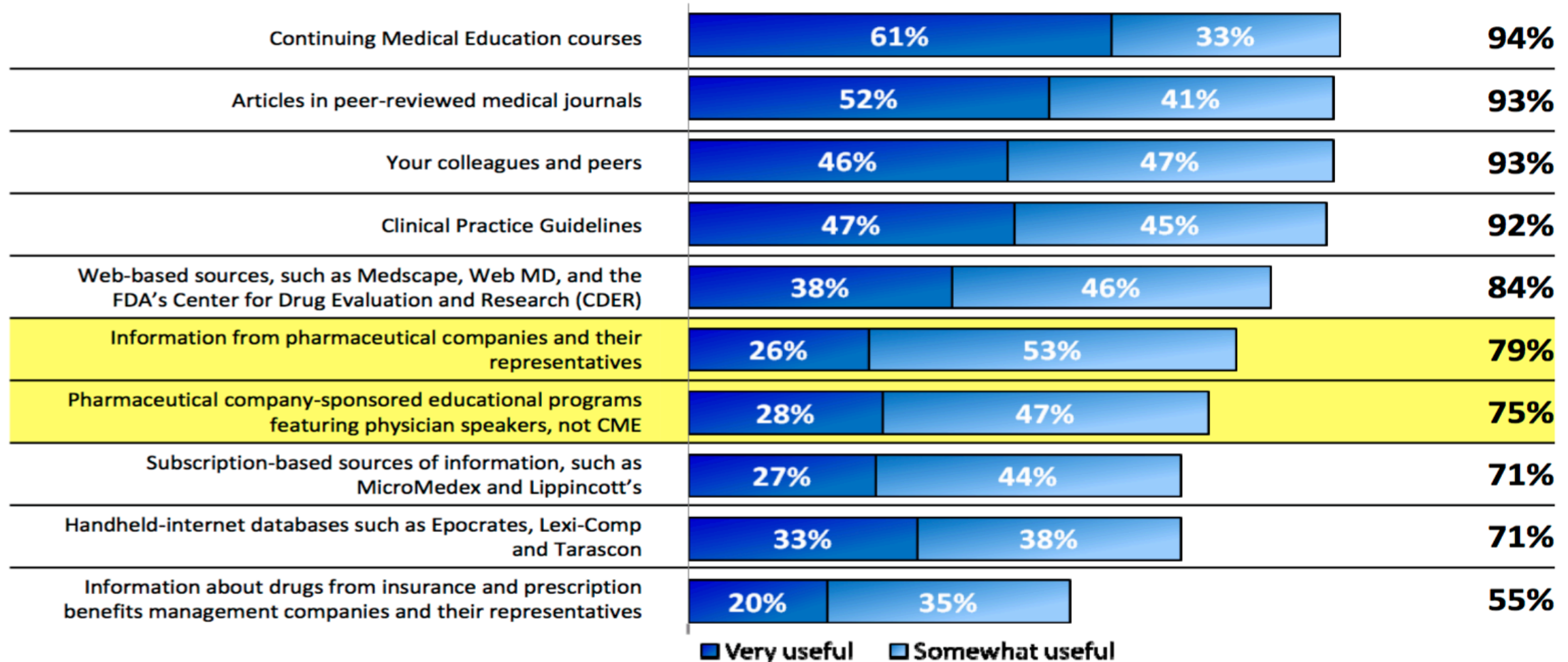
Most doctors value pharmaceutical and biotech research company activities—particularly clinical trials.

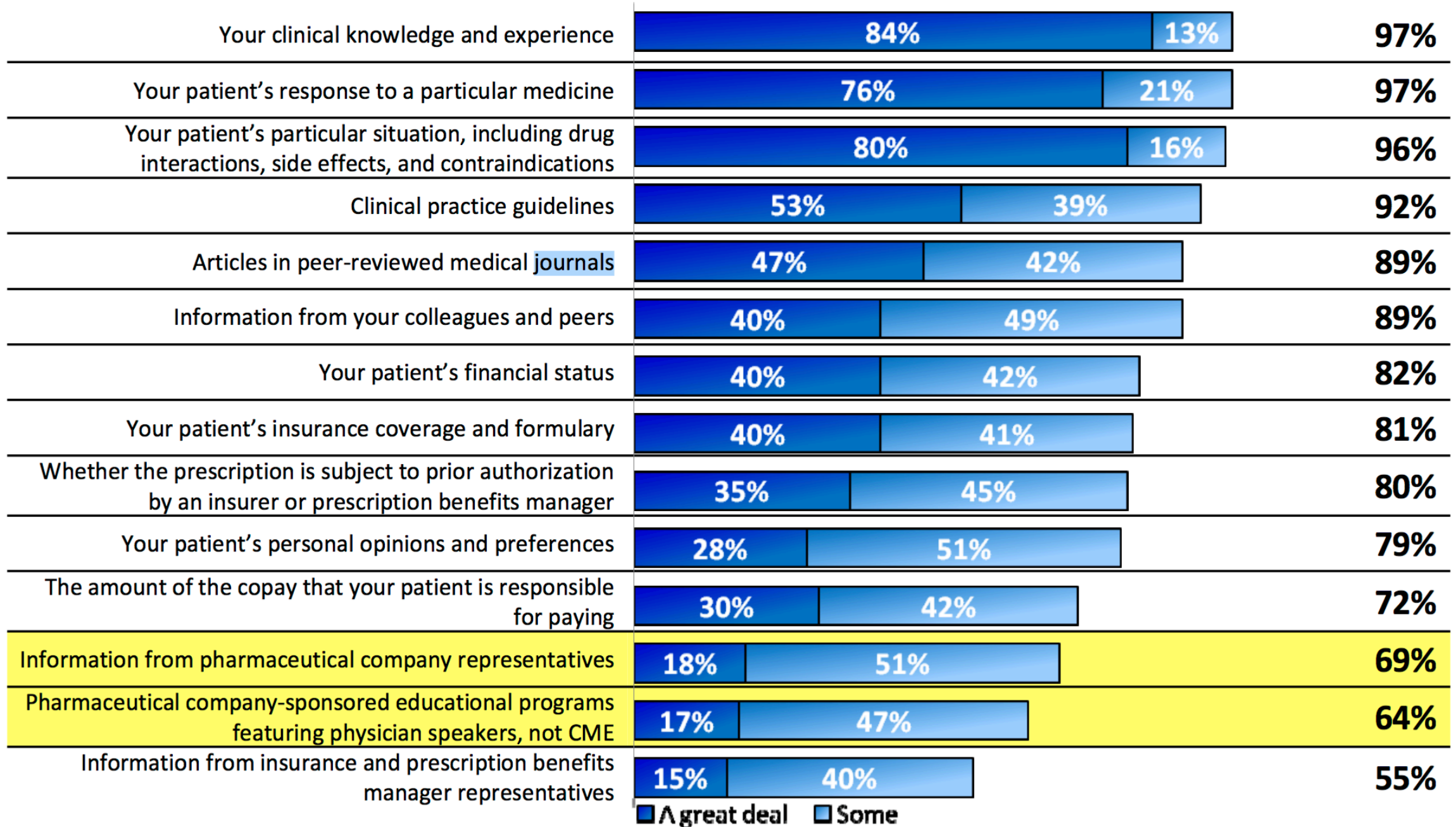
Next, I'm going to read you a list of some pharmaceutical and biotech research company activities. For each one, tell me how useful that activity is in healthcare today—very useful, somewhat useful, not too useful, or not at all useful. First...



Physicians find a range of sources useful for staying informed; nearly 8 in 10 say pharmaceutical companies and their reps are a useful source—over 1 in 4 say very useful.

I'm going to read you a list of sources where you can find information to stay informed about medications to treat particular conditions. For each one, please tell me how useful that source of information is to you personally—is it very useful, somewhat useful, not too useful, or not at all useful to you personally?





How Can We Change This Flawed System?

- ▶ Reform of the whole system
 - ▶ changes in FDA drug approval process
 - ▶ Separation of medical institutions from industry money
 - ▶ Although there are positive benefits to financial support for research from companies it should not come with ties

Conclusion/Discussion

- ▶ Trust your doctor
- ▶ A drug for everything approach
- ▶ A growing dependence on big pharma
- ▶ Data and information in this presentation

Dollars for Docs

How Industry Dollars Reach Your Doctors

Has Your Doctor Received Drug or Device Company Money?

For example: [Andrew Jones, Boston, 10013](#)

[Dollars for Docs](#) » [Georgia](#) » BARRY JONES

BARRY JONES

Listed Specialty: Psychiatry

5965 PARKWAY NORTH BLVD, SUITE C, CUMMING, GA, 30040

[SEARCH THIS NAME IN DOLLARS FOR DOCS ARCHIVE](#) »

IS THIS YOU? DO YOU BELIEVE THE DATA CONTAINS ERRORS? [CLICK HERE FOR INFORMATION](#) »

Is This Your Doctor?

[Print out this record](#), along with questions and tips for talking with your physician about payments.

Have you used or plan to use this information? [Tell us about it.](#)

Yearly Payment Breakdown:

All Payments: At a Glance

2015	27 PAYMENTS	\$17,132 PAYMENT TOTAL	5 COMPANIES PAID THIS DOCTOR
2014	28 PAYMENTS	\$10,816 PAYMENT TOTAL	7 COMPANIES PAID THIS DOCTOR

Works Cited

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- ▶ Jones, Ornstein, and Mike Tigas. “Doctors Who Get More Drug-Company Cash Prescribe More Brand-Name Drugs.” *npr*, <http://www.npr.org/sections/health-shots/2016/03/17/470679452/drug-company-payments-mirror-doctors-brand-name-prescribing>. Accessed 23 April 2017.
- ▶ “Dollars for Docs.” *ProPublica*, <https://projects.propublica.org/docdollars/>. Accessed 23 April 2017.
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