



## PharmedOut Annual Report 2009

*Generous support from 57 individual donors provided \$30,000 that enabled PharmedOut to continue to be an effective force for rational prescribing.*

Here are our major accomplishments in 2009:

- Received a \$20,000 grant from Georgetown's Reflective Engagement in the Public Interest program for a conference, *Prescription for Conflict: Should Industry Fund Physician Education?* It will be held at Georgetown on June 25, 2010.
- Launched our third web-based continuing medical education module "The Pharmalyzer: Are you prescribing under the influence?" This interactive course helps physicians see how marketing affects their beliefs about drugs. More than 1000 unique readers have taken [PharmedOut's courses](#); 750 received CME credit.
- Provided 14 lectures at major medical centers and national meetings. Talks included Grand Rounds in Family Medicine, Dermatology, Pediatrics and Ob-Gyn; a presentation to all new medical and surgical interns at George Washington University, and presentations at the Society of General Internal Medicine and the National Conference of State Legislators.
- Organized 100 scientists and ethicists to sign a letter to the director of NIH asking that funds be allocated for research on scientific ethics and conflicts of interest. Our [petition](#) was covered in *Nature*, [Science](#), [The Scientist](#), and the [Chronicle of Higher Education](#).
- Completed and analyzed the first national survey regarding interactions of trainees with pharmaceutical representatives in U.S. family medicine residencies; a manuscript is being drafted.
- Completed a novel study on industry bias in CME. Participants were tested after viewing industry-funded or non-industry-funded materials on the same subject.
- Published a [Bioethics Forum](#) article on undisclosed conflicts of interest in coverage on screening mammography that sparked a [Wall Street Journal](#) story.
- Our [Journal of General Internal Medicine](#) article, written in collaboration with the Center for Economic Policy and Research, skewers the myth that expensive branded drugs reduce health care costs. A list of publications follows.
- Finished our analysis of promotional tone in medical journal articles on menopausal hormone therapy.
- Conducted an analysis of industry documents disclosed in litigation that illustrate how ghostwriting was used to promote menopausal hormone therapy.
- Testified on pharmaceutical marketing issues at the state and national level.
- Continued to serve as a resource for policymakers and national [media](#). A list of media coverage and testimony follows.
- Provided resources for physicians and educators through our [website](#), which received 121,160 hits in 2009, for an average of 331 hits a day. Users downloaded more than 30,000 pdfs of our [CME courses](#) on Generic Drugs, Drug Approval in the U.S., and The Pharmalyzer. Our [slideshows](#) were downloaded more than 8000 times.

## **PUBLICATIONS**

### **Journals**

Baker D, Fugh-Berman A. [Do new drugs increase life expectancy?](#) A critique of a Manhattan Institute report. J Gen Int Med 2009;24(5):678-682.

Baker D, Fugh-Berman A. Do new drugs save lives? (letter). J Gen Int Med 2009 Oct 16.

Fugh-Berman A. Rosuvastatin in patients with elevated C-Reactive protein (letter). NEJM 2009; 360:1038-1042.

### **Consumer articles**

Fugh-Berman A, Massion C. [Ghostwritten articles helped sell hormones](#). Women's Health Activist. National Women's Health Network. Sept/Oct 2009.

Fugh-Berman A, Massion C. [Why Suzanne Somers is wrong about hormones](#). Women's Health Activist. National Women's Health Network. May/June 2009.

Fugh-Berman A, Massion C. [Preventing cervical cancer: Pap tests, HPV vaccines & common sense](#). Women's Health Activist. National Women's Health Network. Jan/Feb 2009.

### **Guest Blogs**

Fugh-Berman A, Bell A. [Mammography and the corporate breast](#). Bioethics Forum (The Hastings Center blog). November 24, 2009.

Fugh-Berman. [Ghostwriting 101](#). Speaking of Medicine. PLoS Medicine Blog. Aug 7, 2009.

Melnick D, Fugh-Berman A. [Editing ethics: JAMA's new conflict of interest policy](#). Bioethics Forum. April 14, 2009.

### **Testimony**

Public Hearing on Advisability of Requiring Disclosure of Free Samples of Prescribed Products given to Vermont Health Care Providers. October 27, 2009 (testimony by telephone).

U.S. Senate Committee on Aging hearing on Medical Research and Education: Higher Learning or Higher Earning? July 29, 2009. (Invited written testimony)

Council of the District of Columbia, Committee on Health Public Hearing on B18-240: Prescription Drug Dispensing Practice Reform Act of 2009. June 11, 2009.

## MEDIA COVERAGE

Menopause, as Brought to You by Big Pharma

By Natasha Singer and Duff Wilson

[The New York Times](#), December 12, 2009

In Brief: NIH Asked to Probe Ethics

Nature, November 26, 2009

Ethicists Prod NIH to Spend Money Investigating Conflicts of Interest

By Paul Basken

[The Chronicle of Higher Education](#), November 17, 2009 (also [Florida Board Governors](#) on November 18, 2009)

Putting a Price on a Doctor's Approval

By Andrew Eder

[The News Journal \(Wilmington\)](#), October 4, 2009

All Sides with Ann

[WOSU Radio \(NPR\)](#)

September 22, 2009

Ghosts in the Medical Machine

By Miriam Hill

[Philly Inquirer](#), September 20, 2009

Doctors' Speeches on Brand-name Drugs Can Net Thousands

By Bob LaMendola

[South Florida Sun-Sentinel](#), September 19, 2009

Even Behind the U.S. Government to Protect Public Service Whistleblowers (bad translation)

By Xie Lai

[The Beijing News](#), September 13, 2009

Drugmaker Pays Area Doctors \$76,000 to Serve as Experts

By Jeremy Cox

[Florida Times-Union \(Jacksonville\)](#), September 7, 2009

Record Fine Unlikely to End Bogus Drug Marketing

By Tom Murphy

[AP](#), September 4, 2009

UW Linked to Ghostwriting

By John Fauber and Meg Kissinger

[Journal Sentinel](#), August 15, 2009

Doctors and Health Care Industry Consulting: Ethicists Prescribe Reform

By Christopher Snowbeck

[Pioneer Press](#), (St. Paul, MN), August 8, 2009

Senate Hearing Details Influence of Drug Companies in Doctor Education

By John Fauber

[Journal Sentinel](#), July 29, 2009

Eerste Nederlandse schadeclaim tegen medicijnfabrikant (First Dutch Damages Against Drug Manufacturers)

Dutch Public Television Channel 2, [Netwerk](#), July 9, 2009

To Move More Prescription Drugs, Sales Reps Sling Swag

By Kris Hundley

[St. Petersburg Times](#), April 5, 2009

UW Course for Doctors Pushed Risky Therapy

By John Fauber and Susanne Rust

[Journal Sentinel](#) (Milwaukee), January 25, 2009

## **BLOG COVERAGE**

Truth Squad: Medical Reporting on Mammograms—Part 2

[World Health Science News](#), December 2, 2009

Are the Attacks on the New Breast Cancer Screening Recommendations Really About Greed?

[The Faster Times](#), November 30, 2009

Conflicts Galore Among Critics of New Mammography Guidelines

[Alison Bass](#), November 30, 2009

Best Commentary on New Mammography Guidelines

[The Daily Hit](#), November 29, 2009

Follow the Money: Who's Screaming Loudest about Mammogram Guidelines?

[Hooked](#), November 25, 2009

Mammography & the Corporate Breast: Conflicts of Interest in Critics

[Schwitzer Health News Blog](#), November 25, 2009

Turkey Day Blog Buffet

[Kaiser Health News](#), November 25, 2009

Mammograms and the Corporate Breast

[GoozNews](#), November 25, 2009

Cancer screening and conflicts of interest

[Personal Best](#) (St. Petersburg Times), November 24, 2009

Ethics Heroes: "Pharmed Out"

[Ethics Alarms](#), November 23, 2009

Question for NIH: Does Money Taint Medicine?

[Fierce Pharma](#), November 18, 2009

NIH Urged to Emphasize Ethics

[The Institutional Review Board Forum](#), November 18, 2009

What About Ethics?

[The Daily Scan](#), November 18, 2009

NIH Urged to Emphasize Ethics

[The Great Beyond](#) (Nature Blog), November 17, 2009

"Study ethics, NIH!"

[The Scientist](#), November 17, 2009

Attention NIH—One Hundred Signatures

[Pharmagossip](#), November 17, 2009

Should NIH Study Conflicts of Interest More?

[Science Blog](#), November 17, 2009

A Good Start—On Getting At Conflicted Research

[Shearlings Got Plowed](#), November 17, 2009

100 Researchers Ask NIH To Fund Ethics Research

[Pharmalot](#), November 17, 2009

Seeking NIH to Fund Studies on Medical Ethics, Conflicts of Interest in Medicine and Research, and Prescribing Behavior

[Health Care Renewal](#), November 17, 2009

A Solution to the Problem of Scientific Misconduct?

[Alison Bass](#), November 17, 2009

Pfizer Stock Shrugs Off \$2.3B Bextra Fine; Can Anything Deter Off-Label Promotion?

[BNET](#), September 8, 2009

Dr. Adriane Fugh-Berman on the Pfizer Pfarce

[Pharmagossip](#), September 6, 2009 (linked from [Health Care International](#) Blog)

Q&A with Dr. Adriane Fugh-Berman: Marketing Messages Distort Medical Research  
[Antidote: New Ways to Investigate Untold Health Stories](#) (USC Blog), August 20, 2009

Q&A with Dr. Adriane Fugh-Berman: Ghostwriting sneaks past most journal editors  
[Antidote: New Ways to Investigate Untold Health Stories](#), August 14, 2009 Linked from  
[Pharmagossip](#) and [Health Care International](#) blog August 15, 2009

Drug Company's Ghostwriters Push Product in Medical Journals  
[Mother Jones](#), August 12, 2009

Exorcise the Ghosts that Have Been Haunting Research Journals  
[Antidote: New Ways to Investigate Untold Health Stories](#), August 9, 2009

Ghostwriting 101  
[Speaking of Medicine](#) (PLoS Med Blog), [Pharmagossip](#), August 5, 2009

Drug Marketing to Doctors  
["Death by Levaquin"](#), May 16, 2009

Pharmalyzer: Are You Prescribing Under the Influence?  
[PharmAware Blog](#), March 31, 2009

Pharmalyzer: Are You Prescribing Under the Influence?  
[Trusted.MD](#), March 30, 2009

Pharmalyzer: Are You Prescribing Under the Influence?  
[Pharmagossip](#), March 30, 2009

Just Say No to Free Samples from Your Doctor  
[Mr. MedSaver](#), February 18, 2009

How a Drug Rep Dealt with Concerns that Zyprexa (olanzapine) Causes Obesity and Diabetes: A Video Interview  
[Pharmamotion: Pharmacology and Therapeutics Resources](#), January 25, 2009

*PharmedOut <http://pharmedout.org> is an independent project founded with public money that empowers physicians to identify and counter inappropriate pharmaceutical marketing practices. Based at Georgetown University Medical Center, PharmedOut educates prescribers about judicious, cost-effective use of drugs and the adverse public health effects of inappropriate pharmaceutical promotion. Launched in 2006 through a grant from the Attorney General Consumer and Prescriber Grant Program, the PharmedOut.org website includes links to news, drug information, and multimedia resources, as well as our own videos, slideshows, articles, consumer factsheets, and educational exercises. The site features links to more than 150 free, pharma-free, web-based continuing education courses, including our own free CME modules. These include "Drug Approval in the United States", "Generic Drugs: Prescribing Sensibly" and "The Pharmalyzer: Are you prescribing under the influence?", a unique self-assessment tool that enables prescribers to assess their individual susceptibility to pharmaceutical marketing.*