



## PharmedOut Annual Report 2011

*Thanks to our generous donors and devoted volunteers,  
PharmedOut continues to be an effective force for rational prescribing.*

### In 2011, PharmedOut:

#### **Convened a second groundbreaking conference, [Pharma Knows Best?](#)**

**[Managing Medical Knowledge](#)** in June.

Funded through a grant from Georgetown's Reflective Engagement program, the conference featured Marcia Angell, former editor-in-chief of the *New England Journal of Medicine*, Ginny Barbour, editor-in-chief of *PLoS (Public Library of Science) Medicine*, Carl Elliott, author of *White Coat, Black Hat* and many other luminaries.

- This two-day conference attracted more than 160 registrants who came from Canada, the United Kingdom, and Australia as well as all over the U.S.
- We examined industry influence on medical journals, pharmacy benefit managers, medical software, and adherence and compliance programs.
- Speakers offered suggestions, both theoretical and realized, of how to restore the integrity of medical research and return the education of physicians to the medical profession. Specific advice was given about funding pharma-free programs.

The conference received significant media attention and spawned several investigative reports, including a *New York Times* article on [Epocrates](#).

Conference DVDs are available for sale [here](#).

**Added four new publications** to our growing list of key peer-reviewed [articles](#) on physician-industry relationships, including:

- A [national survey](#) of industry interactions with family medicine residencies in *Academic Medicine*, a first-of-its-kind [study on promotional tone](#) in articles on menopausal hormone therapy in *PLoS Medicine*.
- An article in the *Journal of Continuing Education in the Health Professions* documenting the influence of lunch. [Why Lunch Matters](#), a PharmedOut presentation, is the first ever to highlight significant changes in physicians' perceptions about their own individual vulnerability.
- An [editorial](#) in the *American Family Physician* that addresses the question of what medical journals should do when faced with evidence that a published article was ghostwritten.

**Released a fully downloadable version of our slideshow, [Why Lunch Matters](#), on our website.**

**Released a brief educational module, [Fast Stats](#), that teaches clinicians and others about important statistical concepts for assessing therapeutic risks and benefits.**

**Testified to the FDA Reproductive Health Drugs Advisory Committee** in December on the overpromotion of drospirenone-containing oral contraceptives Yaz and Yasmin, and how this promotion increased harms caused by the drug.

**Accepted our first PharmedOut journalism fellow**, a reporter for *La Folha de Sao Paolo*, the largest paper in Brasil. Claudia Collucci spent three months with PharmedOut, has created an educational module for reporters on conflicts of interest and filed many articles from the U.S. on overtreatment, conflicts of interest, and industry influence on medial information.

**Was mentioned in more than 30 publications**, including [Science](#), the [American Scholar](#), the [Guardian](#), *Reuters*, the [Minnesota Post](#), the *AMA News* (on [continuing medical education funding](#) and on [medical devices](#)), *Medical Marketing and Media* (on our promotional tone [article](#) and our family medicine residency [survey](#)) and [Smart Money](#).

**Served as an important resource** for policymakers, national media, clinicians and consumers.

**Provided talks on industry influence** on healthcare at the American Public Health Association; a Health Action International conference in Cork, Ireland; a BUKO Pharma-Kampagne conference in Bielefeld, Germany; the Cambridge offices of the Public Library of Science; and a conference on Ethics and Authorship at the University of Toronto.

We also addressed an industry conference on Multi-channel Sampling, two retirement communities, and several medical schools, including University of Maryland and University of Iowa, and several hospitals, including Kent Hospital in Providence RI, and St. Mary's Hospital in Leonardtown, MD.

**Collaborated with colleagues at George Washington University** to help analyze disclosures of pharma payments to DC physicians.

**Continued to provide free web-based continuing medical education** modules and other important resources through our [website](#). Thousands of physicians and educators downloaded our [CME courses](#) including *Generic Drugs*, *Drug Approval in the U.S.*, and *The Pharmalyzer*, our [slideshows](#), and many other resources.



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