Thanks to our generous donors and devoted volunteers, PharmedOut continues to grow and thrive! In 2010, PharmedOut:


- Published two peer-reviewed articles:
  - *Haunting the Medical Literature: How Ghostwriting was Used to Sell Menopausal Hormone Therapy*, published in *PLoS Medicine*, was covered in *Nature*, *Scientific American*, and many other publications, and has been viewed more than 19,000 times.
  - *Why lunch matters: assessing physicians' perceptions about industry relationships* was published in the *Journal of Continuing Education in the Health Professions*. This article analyzes the effect of our Grand Rounds presentation, the first to demonstrate change in physician perceptions of their individual susceptibility to industry influence.

- Released *Why Lunch Matters*, our sophisticated Grand Rounds presentation, on our website, in order to disseminate this proven intervention as widely as possible.

- Testified to the FDA Reproductive Health Drugs Advisory Committee in June about how CME was used to prepare the market for flibanserin, a failed antidepressant recast as a cure for the invented condition “hypoactive sexual desire disorder”. The advisory committee voted not to approve the drug.

- Provided Grand Rounds in psychiatry at Rosalind Franklin University of Medicine and Sciences and internal medicine at Virginia Commonwealth University; lectures to medical students at Uniformed Services University of the Health Sciences and George Washington University School of Medicine; an ethics presentation to the Baltimore County Medical Association and Maryland Psychiatric Society, and a presentation to an international symposium in Toronto on the regulation of pharmaceutical promotion.

- Completed the analysis of our national survey regarding interactions of trainees with pharmaceutical representatives in U.S. family medicine residencies. Our paper is in press at *Academic Medicine*. 
• Continued to provide free web-based continuing medical education modules, including our popular interactive course, “The Pharmalyzer: Are you prescribing under the influence?” and other important resources through our website. Thousands of physicians and educators downloaded our CME courses on Generic Drugs, Drug Approval in the U.S., and The Pharmalyzer, our slideshows, and many other resources.

• Served as an important resource for policymakers and national media. A list of media coverage follows.

SELECTED MEDIA COVERAGE

The Ticker: Industry-Funded CME at Stanford
Chronicle of Higher Education, January 11, 2010

Med Ed Report Briefs
Medical Marketing & Media, April 15, 2010

Drug Firms Banished From Medical Talks
Milwaukee Journal Sentinel, June 16, 2010

Debate Over Industry Role in Educating Doctors
New York Times, June 23, 2010

Questions Over Ghostwriting in Drug Industry
Nature, September 7, 2010

Drug Co. Paid Writers to Promote Hormone Therapy, Analysis Says
Reuters, September 8, 2010

Too Often, ‘Ghosts’ are to Blame for Hiding Scary News About Hormone Therapy and Other Drugs
MinnPost, September 8, 2010

Ghostwriting Misled Thousands About HRT
CNN, September 8, 2010

Drug Maker Used Ghostwriters for Positive Journal Articles
MSNBC, September 8, 2010

Questions Over Ghostwriting in Drug Industry
Scientific American, September 8, 2010

Paul Taylor’s Small Doses: The Ghosts of Medicine
The Globe and Mail, September 10, 2010

Ghostwriters Overstate Drug Benefits, Downplay Flipside
Baltimore News, September 13, 2010

Medical Ghostwriters Who Build a Brand
The Guardian, September 18, 2010

Dollars for Docs - Doctors Teaching Doctors
PBS Nightly Business Report, October 20, 2010

Doctor-Drug Company Database Adds to Confusion for Consumers
Chicago Tribune, October 28, 2010

Doctor-Drug Company Database Sheds Light
The Seattle Times, November 2, 2010

MDs Slash Some Drug Co. Ties Amid Rising Scrutiny
Miami Herald, November 8, 2010