

Report: Public information as a medicines marketing tool

A recent report from [Healthy Scepticism](#) / [Gezonde Sceptis](#) describes ways in which pharmaceutical companies provide the public with information about diseases and conditions. It provides an overview of the various methods used, and the impact that public information campaigns can have.

The aim of this report is to demonstrate how companies use public information campaigns about diseases and conditions as tools to market their medicines. In the research, the authors Sandra Nuland and Zamire Damen have carried out three case studies to demonstrate how various methods are applied and the parties are involved.

Read the report [Public Information as a Marketing Tool](#)<?xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" />