





Understanding and Responding to Pharmaceutical Promotion: A Practical Guide

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Rational use of medicines meeting
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Lisa Hayes

Health Action International – Global

lisa@haiweb.org

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Promoting Rational Use

Focus on unethical
pharmaceutical promotion

- Education
- Assessment
- Analysis
- Advocacy

Review of research evidence

Norris et al 2005

<http://www.drugpromo.info/>

- Promotion strongly influences prescribing and medicine use
- Health professionals underestimate this influence
- The pharmaceutical industry is a frequent information source on new drugs
- Funding of key opinion leaders, continuing education, and research predicts content favourable to the sponsor's drug



WHO/HAI Initiative

Education on

Pharmaceutical Promotion

- Drug promotion database

<http://www.drugpromo.info/>

- Survey of medical & pharmacy faculties

<http://apps.who.int/medicinedocs/en/d/Js8110e/>

- Curriculum development

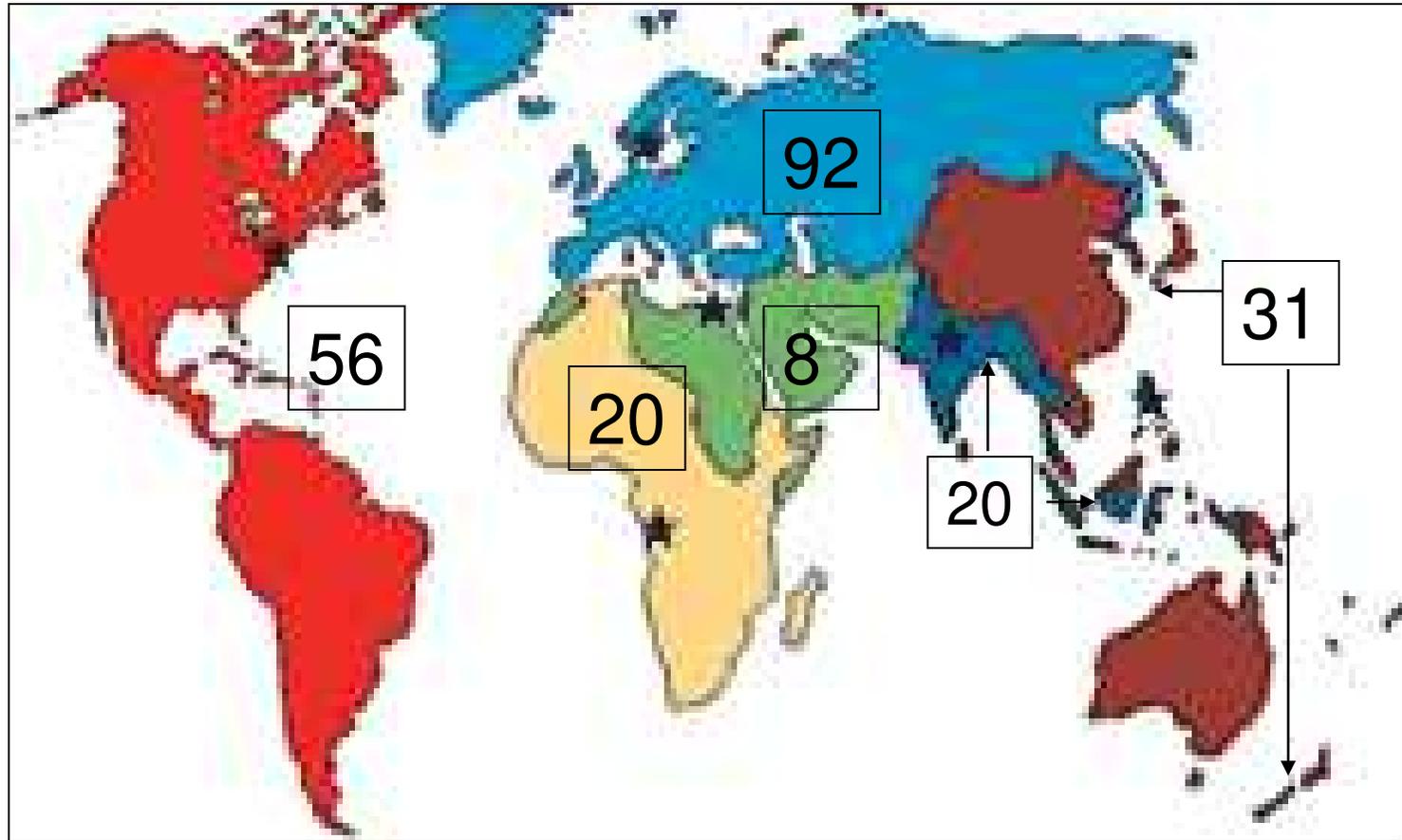
- *Pilot testing*

- *Training and implementation*

Education on drug promotion

Survey of identified educators, 2005

137 medical, 91 pharmacy = 228 (46% response rate)



- Americas
- Europe
- Western Pacific

- Eastern Mediterranean
- Africa
- South-East Asia

Key educational aims

Percent
n=228

Critical appraisal of drug promotion

77%

Greater use of independent information sources

76%

Improved prescribing or dispensing after graduation

64%

Expose students to different perspectives

52%

How much time spent?	Pharmacy	Medical
Half day or less	20%	37%
4 to 9 hours	25%	31%
10 hours or more	55%	28%

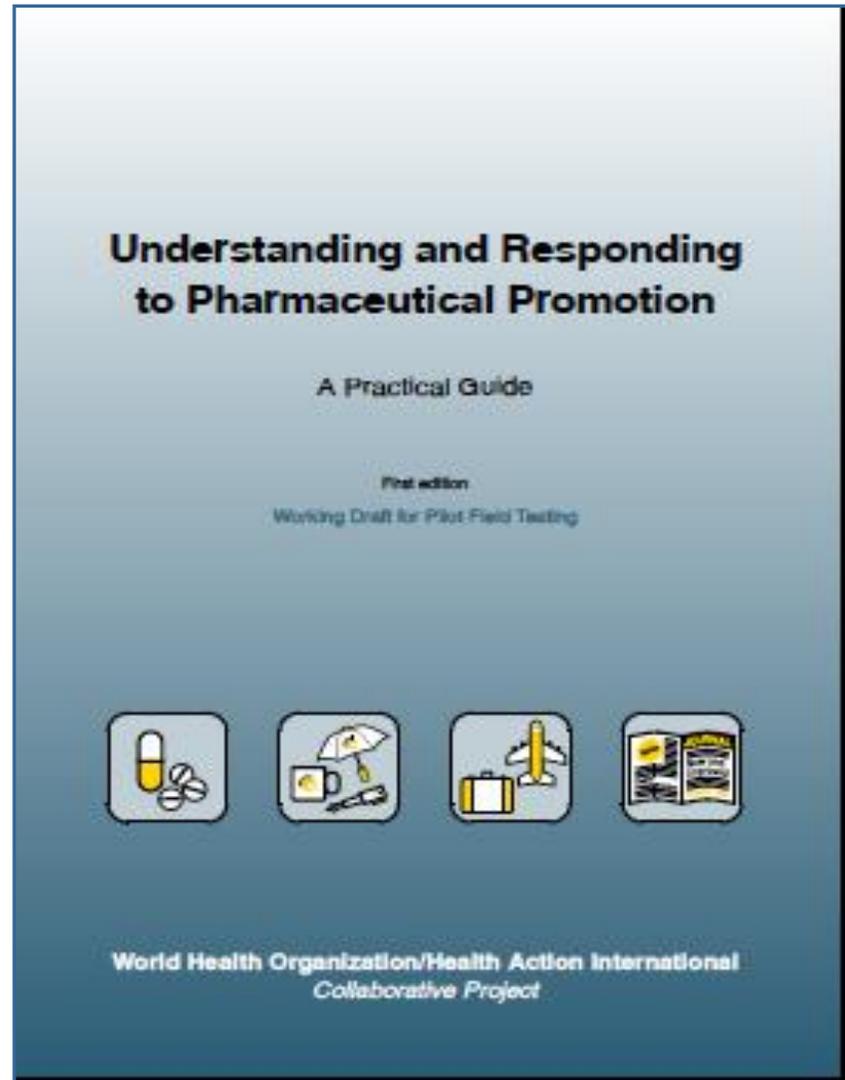
Those who allocated less time (one half day or less) were less likely to judge the education to be successful.



“It is time for medical schools to end a number of long-accepted relationships and practices that create conflicts of interest, threaten the integrity of their missions and their reputations, and put public trust in jeopardy.”

- *Institute of Medicine. Conflict of Interest in Medical Research, Education, and Practice, April 2009*

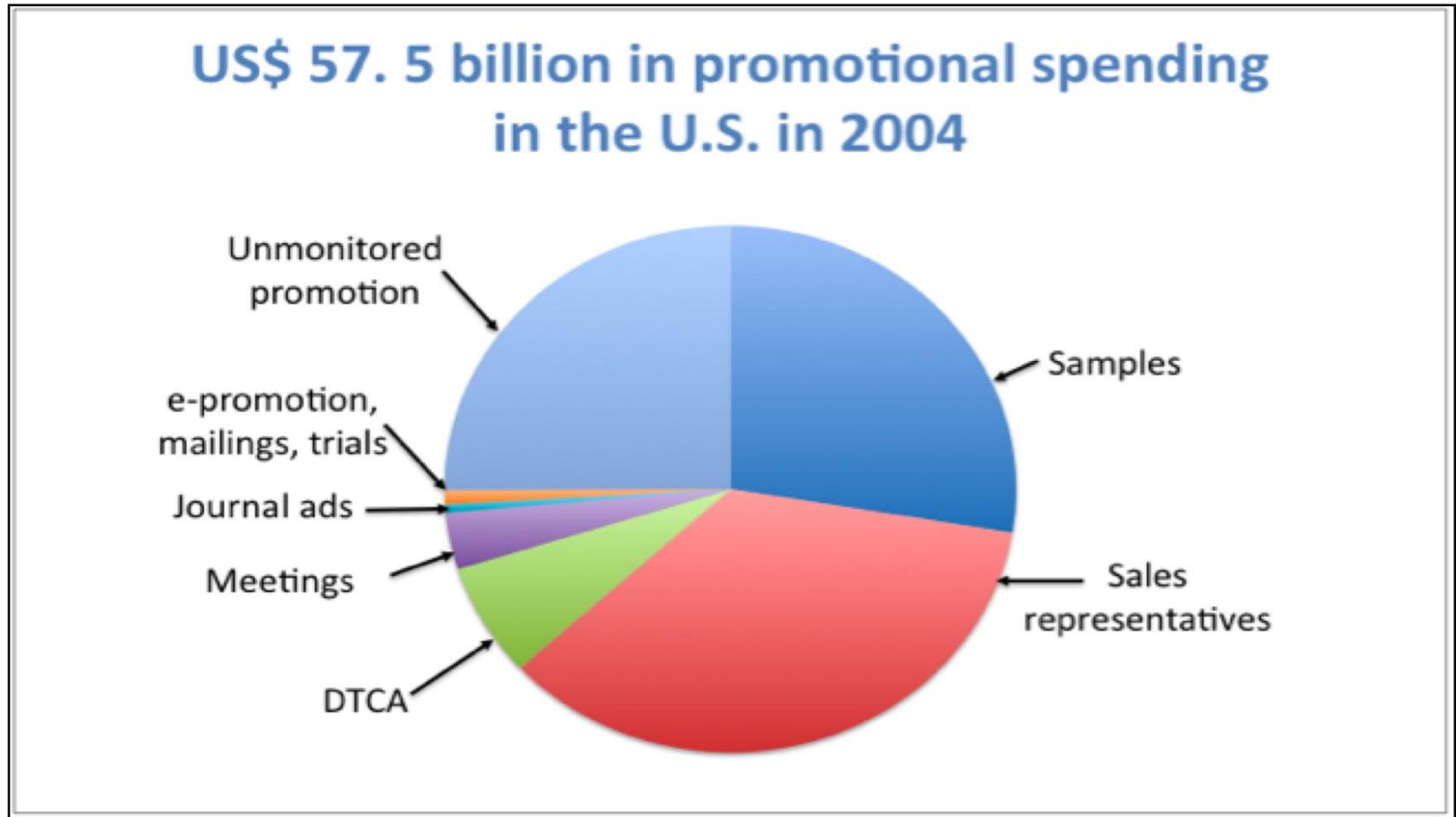
Pilot educational manual



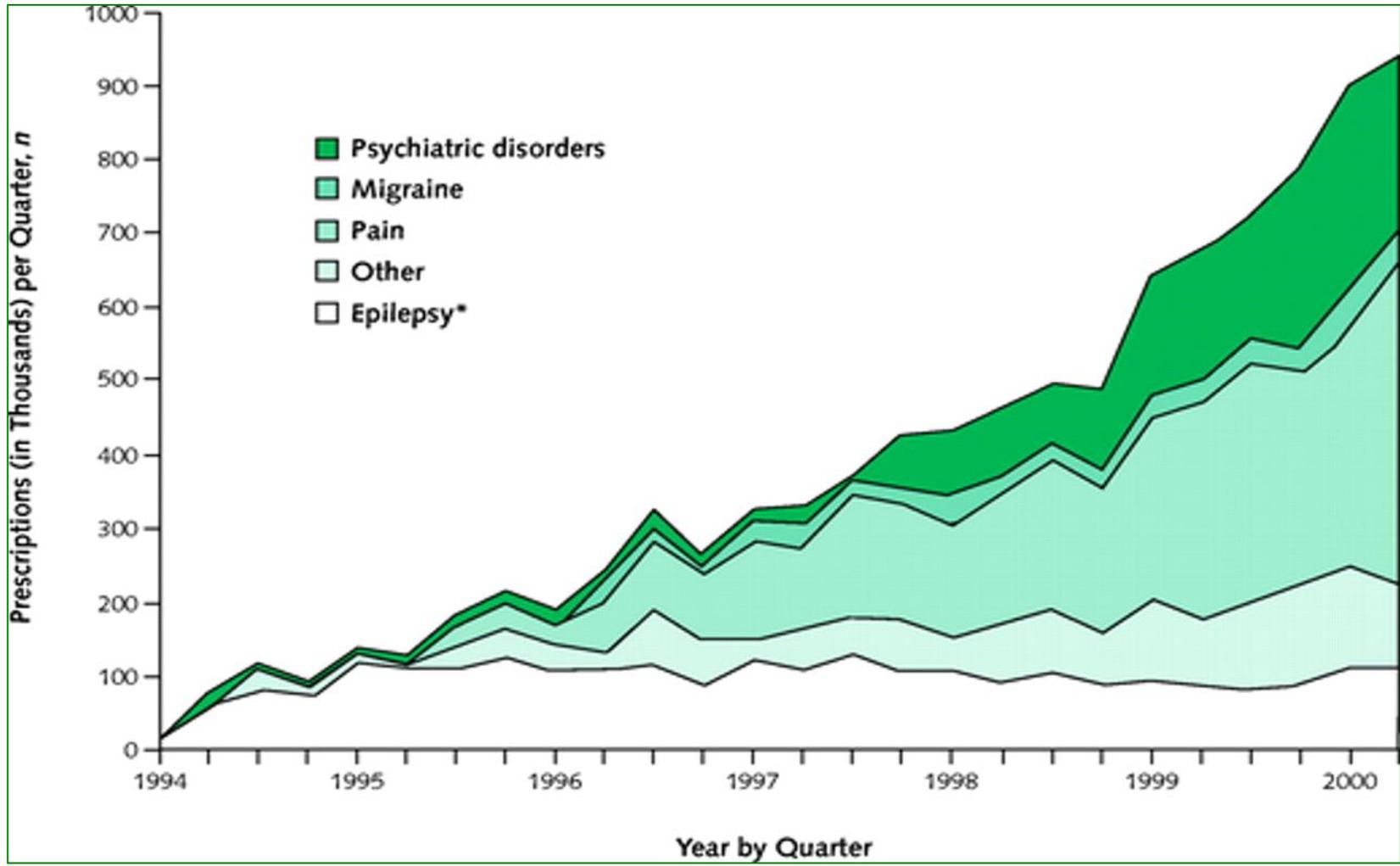
What topics are covered?

1. Promotion of medicines and patient health
2. Techniques that influence the use of medicine
3. Analysing drug advertisements
4. Promotion to consumers
5. Ethical conflicts of interest
6. Regulation of drug promotion
7. Using unbiased prescribing information
8. Promotion, professional practice and patient trust

US PROMOTIONAL SPENDING, 2004



Gagno MA, Lexchin J. PLoS Medicine, 2008



Unapproved use

Prescriptions for gabapentin by diagnostic category

Steinman, M. A. et. al. Ann Intern Med 2006;145:284-293

What information should an advertisement contain?

Flare-ups

Atopic Dermatitis* Contact Dermatitis* Infected eczematoid dermatitis*

Flutibact^{*}
2 TAKE CONTROL

Potent
controls Staph.,
controls inflammation

Suitable for

- All skin types
- All age groups

Remarkably safe

gsk GlaxoSmithKline

For full prescribing information please write to: GlaxoSmithKline Pharmaceuticals Ltd., Dr. Arvii Bessard Road, Worli, Mumbai 400 025.
* steroid responsive * Owner of the Trade Mark

DERMA

***Indian Journal of
Dermatology,
Venereology,
Leprology, 2005***

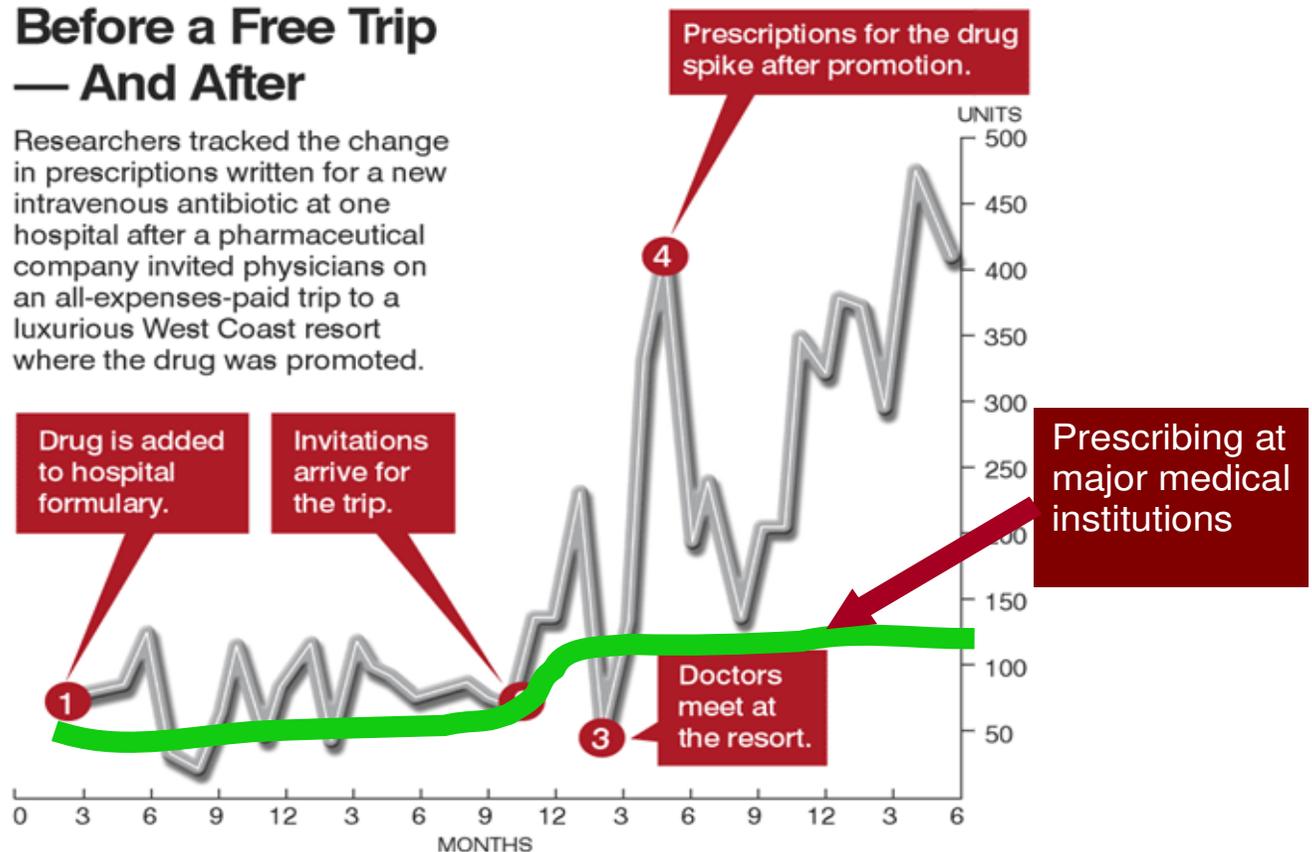
Common influence techniques

Unconscious influences	How they are used in pharmaceutical sales
Trust in experts	“Professor Z recommends medicine B”
Trust in peers	“Medicine X is the most frequently prescribed medicine for indication Y”
Trust in people we like	Use of attractive, friendly representatives.
Helping those who help us	Use of gifts, including free samples of expensive medicines.

EFFECTS OF “CME” ON VOLUME OF PRESCRIBING

Before a Free Trip — And After

Researchers tracked the change in prescriptions written for a new intravenous antibiotic at one hospital after a pharmaceutical company invited physicians on an all-expenses-paid trip to a luxurious West Coast resort where the drug was promoted.



Orlowski et al. Chest 1992

Sample exercise – Debate

Divide students into debating teams of 4 to 6 people.

Team 1: There is no ethical conflict in physicians and pharmacists accepting money from pharmaceutical companies.

Team 2: It is ethically unacceptable for physicians and pharmacists to accept money from pharmaceutical companies.

Next steps

- Evaluating manual in a pilot study to look at its effectiveness and at areas for improvement
- Revising of material
- Producing a final manual
- WHY DO THIS STUDY?

Pilot protocol

- Randomised controlled trial
- 20 volunteer sites:
 - 10 intervention sites
 - 10 control sites
 - pharmacy and medical schools
- Quantitative and qualitative methods to assess change in students' knowledge, attitudes and skills

Pilot participation

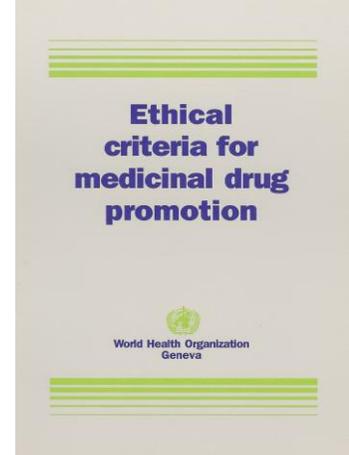
Requirements:

- Medical or pharmacy students
- Site prepared to teach all manual chapters
- Site able to teach within one academic year (12 months)
- Ethics approval gained where required

Volunteers!

- **Participating in pilot study**
- **Testing the manual in your setting**
- **Contact HAI Global**
Email: lisa@haiweb.org

Pharmaceutical Promotion: A major barrier to rational use



- **1988: WHO Ethical Criteria**
- **2007: WHA Resolution on RUM**
- **Country requests for assistance**
- **Calls from civil society, governments, donors and the WHO for action**

Regulation of Pharmaceutical Promotion: The way forward?

- The WHA Resolution (WHA60.16) urges Member States...
- *“...to enact new, or enforce existing, legislation to ban inaccurate, misleading or unethical promotion of medicines, to monitor drug promotion, and to develop and implement programmes that will provide independent, non-promotional information on medicines.”*

Scoping work

- HAI developing methodology to “scope” current legislation/regulations aimed at controlling promotion

Methodology tools

The methodology relies on :

- document checklist
- literature review
- questionnaire for key informants
- measuring outcomes “on the ground”

Implementing the Criteria

- Using scoping data
- Improving legislation/regulations
- Offering draft language based on EC

Looking ahead

**Methodology to scope national
legislative/regulatory frameworks (Scoping)**



**Drafting/implementing model legislation to regulate
pharmaceutical promotion**



**Improved means to curb unethical promotion
and advance public health**



Thank you
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