

Objetivos llave identificados por los educadores	% n=228
Análisis Crítica de la Promoción	77%
Intensificar el uso de fuentes de información independientes	76%
Mejor prescripción y dispensación de medicamentos después de terminar la universidad	64%
Exponer los estudiantes a perspectivas distintas	52%

And here is a LISTING of the respondents' IDEAS ABOUT THE AIMS OF SUCH A TOOL.

Most importantly, the RESPONDENTS Wanted students to learn how to CRITICALLY APPRAISE promotion

AND CLOSE BEHIND THAT, They also wanted them to become more FAMILIAR with INDEPENDENT SOURCES OF INFORMATION ABOUT MEDS

Teachers also wanted students to GAIN BETTER PRESCRIBING OR DISPENSING skills

Promoción Farmacéutica: cuanto tempo dedicado en el curriculum?	Escuelas de Farmácia	Escuelas de Medicina
Medio dia o menos	20%	37%
4 a 9 horas	25%	31%
10 horas o más	55%	28%

- Los educadores que designaran menos tiempo (medio dia o menos) consideraran la educacion como bien sucedida y suficiente.

Just to show SOME RESULTS:

WE ASKED EDUCATORS HOW MUCH TIME WAS SPENT TEACHING STUDENTS ABOUT PROMOTION ISSUES as part of the curriculum.

You'll see that MORE THAN A THIRD of MEDICAL schools spent half a day or less on promotion, while pharmacy schools did better.

Respondents whose schools SPENT LITTLE TIME on promotion did report that they DIDN'T THINK the education was very successful

Guia Práctica: Comprender la promoción farmacéutica y responder a ella



This is the COVER of draft manual

THE MANUAL provides a model curriculum on drug promotion for pharmacy and medical students

With the idea that they can develop skills they can use throughout their professional lives

It should be seen as a companion guide to WHO's earlier manual Guide to Good Prescribing

The aim is that the manual will help lead to improved therapy and ethical choices and ultimately, to better patient health

The draft manual is now available in English, Spanish and Russian. It may be translated into other languages in the future, depending on interest and use

So what does it include?



Que contenidos?

1. La promoción farmacéutica y la salud de los pacientes
2. Técnicas que influyen en el uso de los medicamentos
3. Análisis de los anuncios de fármacos en las revistas médicas
4. Los visitantes médicos
5. Promoción a los consumidores
6. Aprender a no bailar el tango de la industria: los conflictos de intereses
7. La regulación de la promoción farmacéutica
8. Usar información imparcial en la prescripción
9. La promoción farmacéutica, la práctica profesional y la confianza del paciente

So what does it include?

A DESCRIPTION OF TECHNIQUES that USED to INFLUENCE how doctors' prescribe and pharmacists' dispense

A good OVERVIEW of the MATERIAL included in PHARM ADVERTS for health professionals (and consumers)

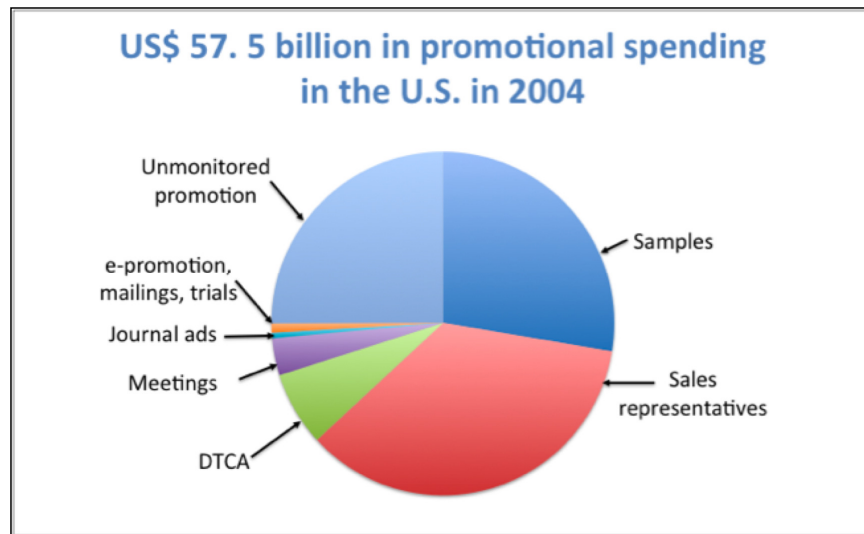
It raises questions about CONFLICTS OF INTEREST between researchers, prescribers, dispensers and companies and how this cooperation is often hidden or unknown

It explains how medicines are REGULATED in different countries, how EFFECTIVE the regulations are, and HOW health professionals can RAISE QUESTIONS OR LODGE COMPLAINTS about questionable promotion in their own country

It also highlights the need for independent, unbiased, comparative information about medicines and lists many sources for it so that health professionals are not dependent on the industry for knowledge about medicines

LETS LOOK AT SOME EXAMPLES INCLUDED IN THE MANUAL

Gasto promocional en medicamentos que precisan receta médica en 2004, EEUU



Gagnon MA, Lexchin J. PLoS Medicine, 2008

This chart gives students an idea of the MONEY spent on promo IN US, despite the fact that there's not often huge differences between drugs or no real improvement is gained

It shows where money is generally going : such as red: sales reps are big part of pie

Dark blue: free samples also a big spend

Light blue: growing amount for unmonitored promotion (mix of new types of promo being used)

Such as industry sponsored CME or pharmacy education

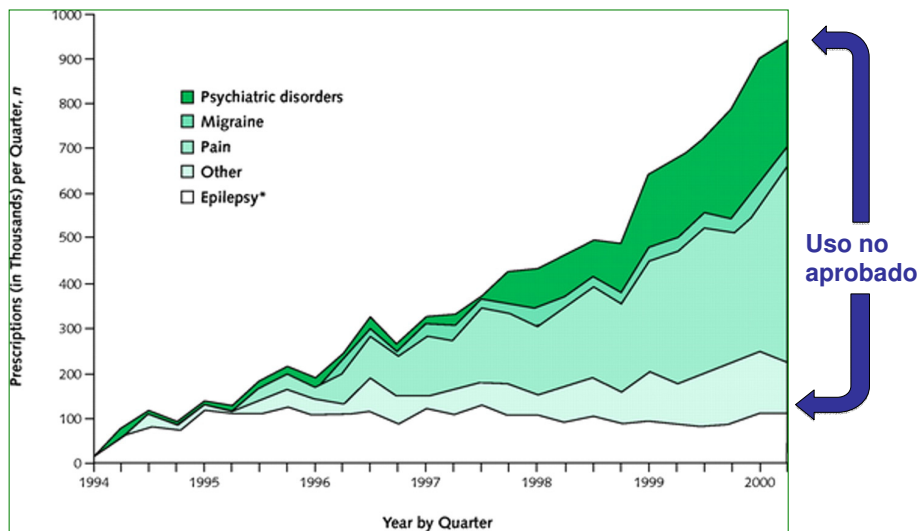
Funding of key opinion leaders

Ghostwriting of journal articles

Funding of diagnostic and treatment guidelines

Funding of patient groups

Pharmacy discounts



Prescriptions for gabapentin by diagnostic category

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

Annals of Internal Medicine

Another example,

That gets students to start thinking about how drugs are promoted to health professional

Sometimes including off label uses, that is non-approved indications

Showing how this can open a whole new market for medicines and increase sales

But because it's used in situations other than those approved, there is an increased pote

[company admitted violations of FDA guidelines regarding promtoion for off label uses]

Que información deberían contener los anuncios de las revistas médicas?



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

The manual also includes many real advertisements for medicines and helps students learn what kind of information should be included and what should not be said.

Técnicas habituales de persuasión

Influencia inadvertida en el criterio de una persona	Uso de esta influencia inadvertida para propósitos de mercadeo
Los expertos lo saben mejor	"El catedrático Z recomienda el fármaco B"
Los colegas lo saben mejor	"El fármaco B es el prescrito más frecuentemente para la indicación X"
Las personas que nos caen bien nos inspiran confianza	Uso de visitantes atractivos y simpáticos
Debemos ayudar a quien nos ha ayudado	Uso de obsequios, entre ellos muestras gratuitas de nuevos fármacos

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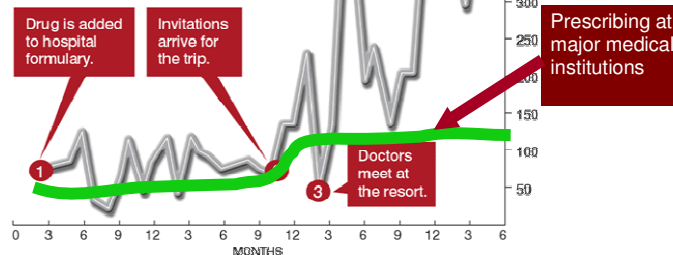
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EFFECTS OF “CME” ON VOLUME OF PRESCRIBING

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

Here's a graphic showing how free trips can influence prescribing

The chart shows how many prescriptions were written for a new antibiotic at a hospital

After doctors there were sent on an all expenses paid trip to a fancy resort where they heard about the medicine

Compare gray line: doctors at hospital

With green line: prescribing at other medical institutions in the country

Ejercicio – Debate

Formar equipos de 4 a 6 personas.

Equipo 1: El hecho que los médicos y los farmacéuticos acepten dinero de las empresas farmacéuticas no entraña conflicto ético.

Equipo 2: El hecho que los médicos y los farmacéuticos acepten dinero de las empresas farmacéuticas es éticamente inaceptable.

Finally, each chapter includes activities for students to carry out as class work or homework.

Here's a debate on a key topic.



La calidad de la información que acompaña los medicamentos, puede ser la diferencia entre un “veneno y una cura”: entre el uso que mejora la salud y el uso que lleva a más daños.

Health Action International (HAI) is an independent, global network, working to increase access to essential medicines and improve their rational use through research excellence and evidence-based advocacy.



Gracias

- Para más informaciones...

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