



hai

**Workshop on Education on Pharmaceutical
Promotion in Medical Training**

Amsterdam, 7 September 2017

Health Action International (HAI)

- Non-governmental organisation entirely dedicated to strengthening medicines policy to improve public health
- Global membership and network of partners
- Non-for-profit
- Financially independent from the pharmaceutical industry

HAI's Mission

HAI Constitution:

Article 2.1

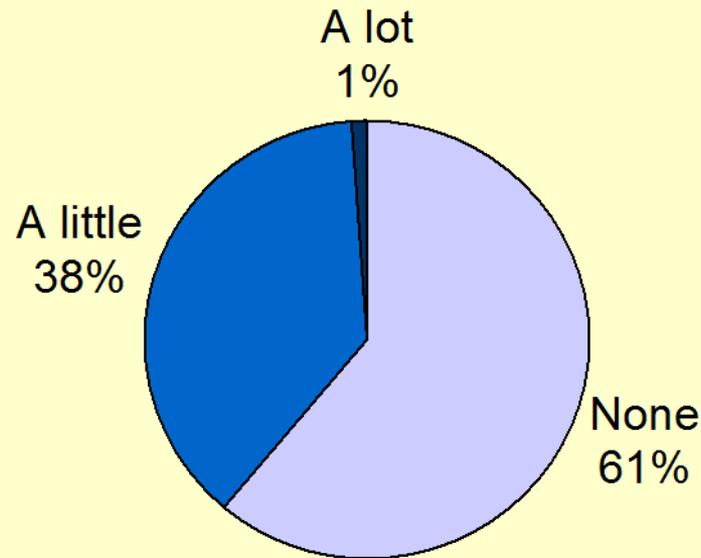
- a. to promote rational and economic medicines policy, therapy and use in high, middle and low income countries
- b. to work towards global justice in health by increasing access to essential medicines and improving the **rational use of medicines**

Pharmaceutical Promotion

- Studies show that promotion influences the way medicines are prescribed and used
- Health professionals often underestimate the power of this influence
- Whilst pharmaceutical promotion is common, training to understand its subtle influence and respond to it is often insufficiently embedded in the curriculum

Does Promotion Affect Prescribing?

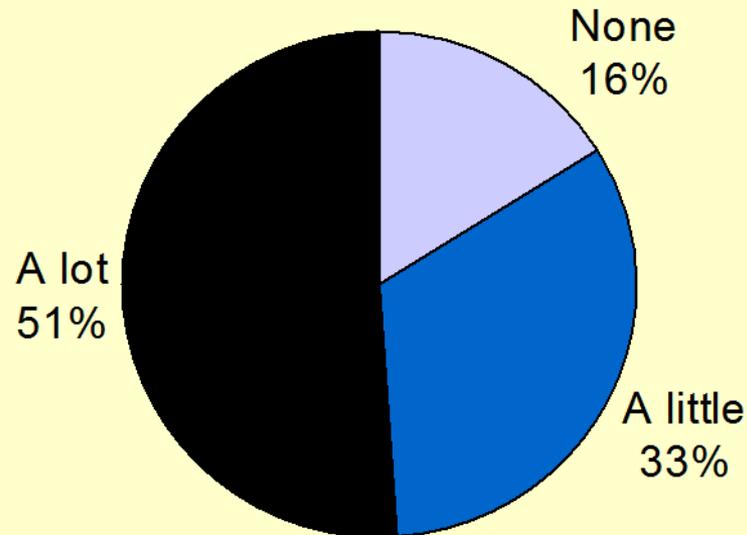
How much influence do sales representatives have on your prescribing?



n=102 internal medicine residents
Steinman et al (2001)

Does Promotion Affect Prescribing?

How much influence do sales representatives have on other physicians' prescribing?



n=102 internal medicine residents
Steinman et al (2001)

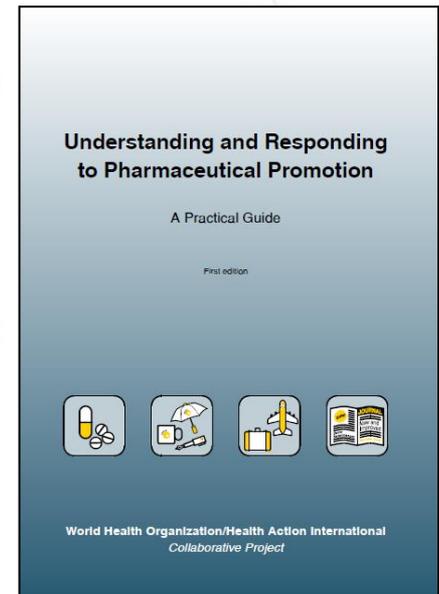
I Can't Be Bought...

“... few doctors accept that they themselves have been corrupted. Most doctors believe that they are quite untouched by the seductive ways of industry marketing men [and women]; that they are uninfluenced by the promotional propaganda they receive; that they can enjoy a company's 'generosity' in the form of gifts and hospitality without prescribing its products. ***The degree to which the profession, mainly composed of honourable and decent people, can practice such self-deceit is quite extraordinary. No drug company gives away its shareholders' money in an act of disinterested generosity.***”

Mike Rawlins,
National Institute for Health and Care Excellence

HAI's work on promotion

- HAI & WHO international, cross-sectional survey to map educational initiatives on promotion amongst pharmacy and medical students (2005)
- HAI & WHO manual 'Understanding and Responding to Pharmaceutical Promotion' (2009)

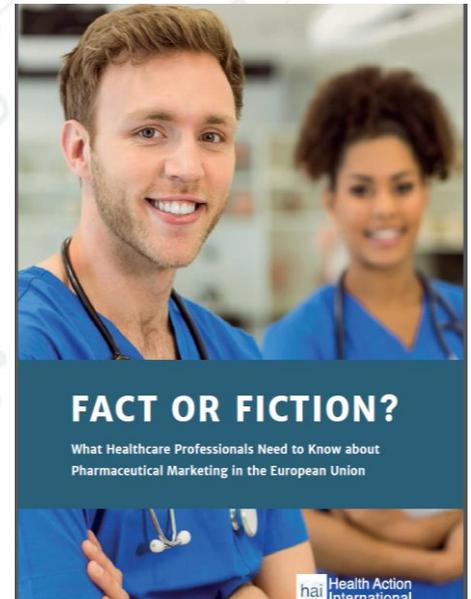


HAI & WHO Manual on Promotion

- Available for download in four languages (English, French, Russian, Spanish)
- Promoted and distributed along with evaluation forms to pharmacy and medical institutions that express interest in teaching it
- HAI staff, network of academics and researchers give lectures, presentations and workshops based on the manual
- Won the Prix Prescrire for best new book 2013

European Projects

- Publication of European guide on pharmaceutical promotion (2016)
- Workshops with medical students in Amsterdam, London, Galway
- HAI & Health Projects for Latvia Summer School in Riga, 2016
- Research on readiness for curriculum change in Dutch medical and pharmacy education faculties



Workshop on Education on Pharmaceutical Promotion

Bring together faculty and student representatives to:

- Identify key bottlenecks in the integration of education on pharmaceutical promotion and COI
- Showcase examples of educational initiatives
- Explore best ways to structure teaching on promotion in the medical curriculum
- Identify champions, driving forces and strategies that can contribute to policy change.

Workshop on Education on Pharmaceutical Promotion

- Chatham house rules to facilitate open discussion
- Workshop outcome will inform a HAI report on education on pharmaceutical promotion

Hope we stay in touch!