

Drug industry malpractice endangers public health

PHARMA'S SEVEN DEADLY SINS :

1. Conducts unethical clinical trials:

FISHER, Jill A., *Medical Research for Hire: The Political Economy of Pharmaceutical Clinical Trials*, Rutgers Press, 2009. (http://rutgerspress.rutgers.edu/acatalog/Medical_Research_for_Hire.html).

2. Ghost-writes 'scientific' articles and hides negative results:

SPIELMANS, G.I. and Peter Parry. "From Evidence-Based Medicine to Marketing-Based Medicine; Evidence from Internal Industry Documents". *Bioethical Inquiry*. January 2010; LACASSE, JR and J. Leo, "Ghostwriting at Elite Academic Medical Centers in the United States", *PLoS Med* 7(2), 2010. (<http://www.plosmedicine.org/article/info:doi%2F10.1371%2Fjournal.pmed.1000230>).

3. Bribes doctors and medical researchers:

KASSIRER, Jerome P, *On the Take: How Medicine's Complicity with Big Business Can Endanger Your Health*, Oxford University Press, 2004; FUGH-BERMAN, Adriane and Shahram Ahari. "Following the Script: How Drug Reps Make Friends and Influence Doctors", *PloS Medicine*, 4 (4), April 2007. (<http://www.plosmedicine.org/article/info:doi/10.1371/journal.pmed.0040150>).

4. Makes misleading ad claims and illegally promotes antipsychotic drugs to children:

MINTZES, Barbara, "Direct-to-Consumer Advertising of Prescription Drugs in Canada: What are the Public Health Implications?" Health Council of Canada, 2006; WILSON, Duff, "For \$520 million, AstraZeneca Will Settle Case Over Marketing of a Drug", *New York Times*, April 26, 2010. (<http://www.nytimes.com/2010/04/27/business/27drug.html>).

5. Invents illnesses in order to sell drugs:

MOYNIHAN, Ray and Alan Cassels, *Selling Sickness: How the Biggest Pharmaceutical Companies are Turning Us All Into Patients*, Greystone Books, 2005. (<http://www.dmpibooks.com/book/selling-sickness>).

6. Buys silence from regulators and politicians:

ANGELL, Marcia, MD, "FDA: This Agency Can Be Dangerous", in *The New York Review of Books*, Sept. 30, 2010 (<http://www.nybooks.com/articles/archives/2010/sep/30/agency-can-be-dangerous/>); ISMAIL, Asif, *A Record Year for the Pharmaceutical Lobby in 2007*. Report for the Center for Public Integrity, June 22, 2008 (<http://projects.publicintegrity.org/rx/report.aspx?aid=985>).

7. Prevents the poor from getting desperately needed drugs:

'T HOEN, Ellen F.M., *The Global Politics of Monopoly Power: Drug patents, access, innovation and the application of the WTO Doha Declaration on TRIPS and Public Health*, AMB, 2009. (<http://www.msfacecess.org/main/access-patents/ellen-t-hoen-book-global-politics-of-pharmaceutical-monopoly-power/>).