



PharmedOut Annual Report 2010

*Thanks to our generous donors and devoted volunteers,
PharmedOut continues to grow and thrive! In 2010, PharmedOut:*

- Convened a high-profile conference, *Prescription for Conflict: Should Industry Fund Physician Education?* Our illustrious speakers included Carl Elliott, author of [White Coat, Black Hat](#), Dan Carlat, author of [Unhinged](#), Josh Sharfstein, Deputy Commissioner of the FDA, and Paul Thacker, a Senior Investigator for Senator Grassley. The June conference was covered by the *New York Times* and *JAMA*, and attracted 130 clinicians, lawyers, policymakers, ethicists, industry representatives and students. The conference program and handouts are available at <http://pharmedout.org/conference.htm>.
- Published two peer-reviewed articles:
 - *Haunting the Medical Literature: How Ghostwriting was Used to Sell Menopausal Hormone Therapy*, published in [PLoS Medicine](#), was covered in *Nature*, *Scientific American*, and many other publications, and has been viewed more than 19,000 times.
 - *Why lunch matters: assessing physicians' perceptions about industry relationships* was published in the [Journal of Continuing Education in the Health Professions](#). This article analyzes the effect of our Grand Rounds presentation, the first to demonstrate change in physician perceptions of their individual susceptibility to industry influence.
- Released *Why Lunch Matters*, our sophisticated Grand Rounds presentation, on our website, in order to disseminate this proven intervention as widely as possible.
- Testified to the FDA Reproductive Health Drugs Advisory Committee in June about how CME was used to prepare the market for flibanserin, a failed antidepressant recast as a cure for the invented condition "hypoactive sexual desire disorder". The advisory committee voted not to approve the drug.
- Provided Grand Rounds in psychiatry at Rosalind Franklin University of Medicine and Sciences and internal medicine at Virginia Commonwealth University; lectures to medical students at Uniformed Services University of the Health Sciences and George Washington University School of Medicine; an ethics presentation to the Baltimore County Medical Association and Maryland Psychiatric Society, and a presentation to an international symposium in Toronto on the regulation of pharmaceutical promotion.
- Completed the analysis of our national survey regarding interactions of trainees with pharmaceutical representatives in U.S. family medicine residencies. Our paper is in press at *Academic Medicine*.

- Continued to provide free web-based continuing medical education modules, including our popular interactive course, “The Pharmalyzer: Are you prescribing under the influence?” and other important resources through our [website](#). Thousands of physicians and educators downloaded our [CME courses](#) on Generic Drugs, Drug Approval in the U.S., and The Pharmalyzer, our [slideshows](#), and many other resources.
- Served as an important resource for policymakers and national [media](#). A list of media coverage follows.

SELECTED MEDIA COVERAGE

[The Ticker: Industry-Funded CME at Stanford](#)
Chronicle of Higher Education, January 11, 2010

[Med Ed Report Briefs](#)
Medical Marketing & Media, April 15, 2010

[Drug Firms Banished From Medical Talks](#)
Milwaukee Journal Sentinel, June 16, 2010

[Debate Over Industry Role in Educating Doctors](#)
New York Times, June 23, 2010

[Questions Over Ghostwriting in Drug Industry](#)
Nature, September 7, 2010

[Drug Co. Paid Writers to Promote Hormone Therapy, Analysis Says](#)
Reuters, September 8, 2010

[Too Often, ‘Ghosts’ are to Blame for Hiding Scary News About Hormone Therapy and Other Drugs](#)
MinnPost, September 8, 2010

[Ghostwriting Misled Thousands About HRT](#)
CNN, September 8, 2010

[Drug Maker Used Ghostwriters for Positive Journal Articles](#)
MSNBC, September 8, 2010

[Questions Over Ghostwriting in Drug Industry](#)
Scientific American, September 8, 2010

[Paul Taylor's Small Doses: The Ghosts of Medicine](#)
The Globe and Mail, September 10, 2010

[Ghostwriters Overstate Drug Benefits, Downplay Flipside](#)
Baltimore News, September 13, 2010

[Medical Ghostwriters Who Build a Brand](#)
The Guardian, September 18, 2010

[Dollars for Docs - Doctors Teaching Doctors](#)
PBS Nightly Business Report, October 20, 2010

[Doctor-Drug Company Database Adds to Confusion for Consumers](#)
Chicago Tribune, October 28, 2010

[Doctor-Drug Company Database Sheds Light](#)
The Seattle Times, November 2, 2010

[MDs Slash Some Drug Co. Ties Amid Rising Scrutiny](#)
Miami Herald, November 8, 2010