



PharmedOut Annual Report 2013

Thanks to all of our donors, volunteers, and staff for making 2013 a great year for PharmedOut. Here is a round-up of our accomplishments. We look forward to 2014 and hope to see you at one of our events!

A handwritten signature in black ink, appearing to read "Adriane Fugh-Berman".

Adriane Fugh-Berman MD

In 2013, PharmedOut:

Convened a fourth highly successful CME [conference](#), “Medical Behavior in a Commercial World: Who is Responsible?” in June:

- ◆ The conference had its largest attendance to date: 200 physicians, nurses, attorneys, policymakers, industry representatives, journalists and students attended from all over the U.S., as well as Canada and the U.K.
- ◆ Surprise speakers included medical ghostwriter Stephen Braun, who discussed his role in selling “Low-T syndrome”, and former pharmaceutical executive Michael Kafrissen, who spoke on the ethics of Pharma. Mr. Braun’s story was covered by NBC’s local affiliate station.
- ◆ Our medical journal panel featured Marcia Angell of the *New England Journal of Medicine*, Elizabeth Loder of the *British Medical Journal*, Virginia Barbour of *PLOS Medicine*, and Jay Siwek of *American Family Physician*. Other speakers included Carl Elliott, Joel Lexchin, Diana Zuckerman, and ProPublica’s Charles Ornstein and Tracy Weber.

Conference DVDs can be purchased [here](#).

Created a seminar series at Georgetown, bringing internationally-known researchers to campus to discuss global pharmaceutical issues with students, faculty, and administrators.

- ◆ In September, Peter Gotzsche MD, Director of the Nordic Cochrane Center in Copenhagen, spoke about *Deadly Medicines and Organised Crime* (also the title of his new book).
- ◆ In October, Elina Hemminki MD PhD, of the University of Helsinki, spoke on “The Regulation of Clinical Trials in Finland, Canada, the UK & the US.”

Launched PharmedOut’s first newsletter, a monthly email with project updates, links to news on industry marketing issues, recommended events, a “PharmedOut Resource of the Month” and more.

Added four new publications to our many peer-reviewed and consumer [articles](#), including:



- ♦ An [article](#) in the *Journal of Law, Medicine, and Ethics* on how social psychology is used in industry marketing.
- ♦ An [op-ed](#) in the *Chicago Tribune* on risks of testosterone and bioidentical hormone treatments.
- ♦ An [article](#) in *PLOS Biology* on conflicts of interest in basic science research.
- ♦ A [cover story](#) in the National Women's Health Network's *Women's Health Activist* newsletter on the role of medical device sales representatives during surgeries.

Provided talks on industry influence on healthcare at a Global Health Conference and the Health Action International meeting in Berlin, Dalhousie University in Halifax, the Canadian Agency on Drugs and Technologies in Health in Ottawa, the Association of Health Care Journalists' annual conference, two AMSA conferences, the National Research Center for Women and Families Comparative Effectiveness conference, and the FDA/CMS Summit for Biopharma Executives.

Released a three-part Drug Ads exercise slideshow that is [freely downloadable on our website](#) for medical educators, designed to teach medical, nursing, and pharmacy students about how statistics, visuals, and references in commercials, websites, and print advertisements can mislead audiences about the risks and benefits of drugs.

Collaborated with colleagues at George Washington University to analyze

pharmaceutical industry payments to DC physicians in 2011, and antipsychotic prescribing trends for elders in the district. Both [reports](#) were commissioned by Washington, D.C.'s Department of Health.

Co-hosted a CME event to launch the new version of American Medical Student Association (AMSA) Scorecard with AMSA, the National Physicians Alliance, Community Catalyst, and Pew Charitable Trusts. The event took place at Georgetown and is also available via [webcast](#). Daniel Carlat of the Pew Prescription Project spoke about the scorecard's stricter criteria and addition of teaching hospitals.

Was mentioned or quoted in over 20 news stories by outlets like [NBC Washington](#), [The Atlantic](#), the [Pharma Marketing Blog](#) podcast, [The Daily Beast](#), [The New York Times](#) ([several times](#)), [The Washington Post](#), [USA Today](#), and [The Chronicle of Higher Education](#).

Ramped up our social media presence on [Twitter](#) and [Facebook](#), gaining more followers, friends, and "likes", and connecting to like-minded organizations and blogs. Our conference was [live-tweeted for the first time](#) by AMSA, ProPublica, and other participants.

Continued to provide free educational resources, including updating our list of industry-free, web-based continuing medical education [courses](#). Thousands of physicians and educators take advantage of our many [resources](#), including *Fast Stats*, videos, slideshows, and more.