



PharmedOut Annual Report 2014

2014 was a great year for PharmedOut, in large part because of the support of our donors and volunteers. We look forward to the coming year and hope to see you at our conference on June 11-12, 2015!

Adriane Fugh-Berman MD and Alessandra Hirsch MS

In 2014, PharmedOut:

Launched a counter-campaign against “Even the Score,” a social media campaign funded by Sprout Pharmaceuticals to pressure the FDA to approve flibanserin, a drug intended to boost low libido in women:

- In September, PharmedOut attended Sprout’s Capitol Hill briefing and handed out informational flyers titled “[Don’t Need Drugs to Score.](#)” The flyer captured attention and was linked to by [WebMD](#).
- In October, PharmedOut created a new fact sheet, “[The Score is 0 to 0](#)”, responding to Sprout’s inaccurate claim that there were 26 FDA-approved drugs for male sexual dysfunction, and none for women.
- Later in October, Alessandra Hirsch, PharmedOut’s project manager, and intern Rebecca Holliman testified about the harms of medicalizing women’s sexuality at the FDA’s Patient-Focused Drug Development [Meeting on Female Sexual Dysfunction](#).

Combated the invented disease “Low-T,” also called “male hypogonadism”:

- In February, Dr. Fugh-Berman was interviewed on the [Diane Rehm Show](#) about the harms of testosterone.
- In April, Dr. Fugh-Berman was quoted in [The Boston Herald](#), and in December, Dr. Tony Scialli was quoted in [Pharmalot](#), exposing inappropriate tactics of the pharma-funded Androgen Study Group to minimize clinician perceptions about testosterone risks.
- In May, Dr. Fugh-Berman spoke on an American Society for Men’s Health panel at the American Urological Association on cardiovascular risks associated with testosterone therapy.
- Finally, in September, Dr. Fugh-Berman testified at an FDA Advisory Committee hearing on testosterone and cardiovascular risks, after which the [Committee voted to change the label](#) to limit the use of testosterone products.

Was honored to have Dr. Fugh-Berman’s article on ghostwriting featured in [PLoS Medicine](#)’s 10th Anniversary blog series as one of the most interesting



and influential articles of the last ten years.

[Drugs: Myths and Facts](#), is available now!

Added five new articles to our oeuvre of publications, including:

- A paper in [World Medical and Health Policy](#) on “The Illogical Promotion of the Flu Vaccine.”
- A commentary for [The Hastings Center’s Bioethics Forum](#) on the Accreditation Council for Continuing Medical Education’s decision to ban corporate logos from CME materials.
- A commentary in [Bioethics Forum](#) on the industry-driven retraction of an animal study.
- Various contributions to the National Women’s Health Network’s *Women’s Health Activist* by Dr. Charlea Massion and Dr. Fugh-Berman on the [new cholesterol guidelines for doctors](#), [bone density tests](#), [diabetic neuropathy](#), and [fecal transplants](#).

Was quoted in over 15 news stories in [The New York Times](#), [Reuters](#), [NPR](#), [The Boston Herald](#), [ABC news](#), and [more!](#)

Collaborated with Dr. Susan Wood at George Washington University on two projects for the DC Department of Health:

- A [report on Pharmaceutical Marketing Expenditures](#) in the District of Columbia for the year 2012, which was highlighted in the [Washington Business Journal](#).
- [DC Rx](#), a new initiative to provide unbiased, industry-free CME to healthcare professionals in the District of Columbia. Our first CME module, [Generic](#)

Educated healthcare professionals on pharmaceutical marketing and conflicts of interest:

- In February, Dr. Fugh-Berman addressed George Washington University medical students as part of a panel on conflicts of interest.
- In May, Dr. Fugh-Berman presented Grand Rounds at the Roger Williams Medical Center and at the Department of Pediatrics at the Alpert Medical School at Brown University.
- In June, PharmedOut interns Hannah Stanke and Alycia Hogenmiller staffed a booth at the Physicians Committee for Responsible Medicine’s Conference on Diabetes.

Increased subscribers to our [newsletter](#), edited by Nicole Dubowitz, which includes project updates, industry news stories, and more. *PharmedOut Fodder* is particularly popular with reporters.

Expanded our social media presence and volunteer base. This year, we increased our weekly [tweet count](#), doubled our [Facebook](#) readership, and welcomed sixteen graduate student volunteers—a record!

Continued to provide free educational resources, from our list of free CME’s to our downloadable presentations and factsheets. Countless physicians and educators visit our site to use our resources and spread the word on rational prescribing.