



The Case for Disclosure

Reducing the Impact of Pharmaceutical Marketing to Physicians and Promoting Appropriate Prescribing and Drug Safety

The pharmaceutical industry spends nearly \$30 billion annually on marketing. The majority (including samples) is spent on direct marketing to physicians (Donohue, NEJM, 2007).

Nationwide, prescription drug spending rose to \$234.1 billion in 2008, almost six times the \$40.3 billion spent in 1990 (Kaiser Family Foundation, 2010).

This fact sheet was created in collaboration with



"Researchers fail to reveal full drug pay," *New York Times*, June 8, 2008

A Senate Finance Committee investigation revealed that Dr. Joseph Biederman, an influential Harvard child psychiatrist whose work helped fuel a 40-fold increase of pediatric bipolar diagnoses between 1994 and 2003, failed to disclose \$1.6 million in drug company payments between 2000 and 2007. Two faculty colleagues underreported their \$1 million+ earnings, as well.

http://www.prescriptionproject.org/tools/solutions_reports/files/0015.pdf

"Medical device maker paid UW surgeon \$19 million," *Milwaukee Journal-Sentinel*, January 16, 2009

University of Wisconsin orthopedic surgeon Dr. Thomas Zdeblick received more than \$19 million from Medtronic medical device company between 2003 and 2007, a Senate Finance Committee investigation revealed, though Zdeblick only disclosed receiving "more than \$20,000" per year to his university.

http://www.prescriptionproject.org/tools/solutions_reports/files/0016.pdf

"Time to disinfect research dollars," *Atlanta Journal-Constitution*, October 12, 2008

Emory psychiatry chair Dr. Charles Nemeroff's marked underreporting of drug company payments between 2000 and 2007 demonstrates that academic medical centers are not capable of policing faculty conflicts of interest themselves, says the *AJC* editorial board, and the Sunshine Act is needed.

http://www.prescriptionproject.org/tools/solutions_reports/files/0017.pdf

"Minnesota law shines light on drug companies," *Associated Press*, August 21, 2007

Minnesota disclosure data revealed that two members of Minnesota's state Medicaid panel received large speaking contracts from drug companies – \$350,000 to one and \$78,000 to another – during their panel tenure selecting drugs for the department's formulary.

http://www.prescriptionproject.org/tools/solutions_reports/files/0018.pdf

"Stanford doctor's stock raises ethics concerns," *San Jose Mercury News*, June 25, 2008

A Senate Finance Committee investigation revealed that Stanford researcher Dr. Alan Schatzberg owned \$6 million in stock in Corcept Therapeutics, though he was conducting a clinical trial at Stanford for Corcept's own depression drug, and reported only "more than \$100,000" in holdings to the University.

http://www.prescriptionproject.org/tools/solutions_reports/files/0019.pdf

"Psychiatrists, children, and drug industry's role," *The New York Times*, May 10, 2007

Drug company payments to Minnesota psychiatrists rose six-fold between 2000-2005, while state Medicaid prescriptions for antipsychotics in children rose nine-fold in the same period. The *Times* analysis was made possible by Minnesota's first-in-nation gifts disclosure law, passed in 1993.

http://www.prescriptionproject.org/tools/solutions_reports/files/0020.pdf

"Vermont Doctors collect millions from drug firms," *Burlington Free Press*, July 10, 2008

Drug companies paid doctors in Vermont over \$3.1 million in 2007, with psychiatrists receiving the most, according to the annual report by the Vermont Attorney General. Vermont's gift disclosure law, passed in 2005, requires drug companies to disclose all payments to doctors in the state over \$25.

http://www.prescriptionproject.org/tools/solutions_reports/files/0021.pdf