



National Coalition for Appropriate Prescribing (NCAP)

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*



The Pew Prescription Project leads a national coalition advocating for policies that ensure safe and effective use of drugs. NCAP calls for greater transparency in the relationship between medicine and pharmaceutical and medical device marketing including passage of strong Physician Payments Sunshine transparency legislation. The Coalition also supports the creation of a national physician education “academic detailing” program.

- **The Pew Prescription Project / The Charitable Trusts**
- **Community Catalyst**
- **Alliance for Retired Americans**
- **American Medical Student Association (AMSA)**
- **Committee of Interns and Residents**
- **Commonwealth Care Alliance**
- **Consumers Union**
- **CSPI – Center for Science in the Public Interest**
- **DES Action**
- **Families USA**
- **Gray Panthers**
- **Health Care for All (Massachusetts)**
- **Health Partners Medical Group, MN**
- **HealthPartners Health Plan, MN**
- **Medicare Rights Center**
- **Mississippi Human Services Coalition**
- **MN Senior Federation**
- **Mon Valley Unemployed Committee**
- **New Jersey Citizen Action**
- **National Committee to Preserve Social Security and Medicare**
- **National Legislative Association on Prescription Drug Prices (NLARX)**
- **National Physicians Alliance**
- **National Senior Citizen’s Law Center**
- **National Women’s Health Network**
- **No Free Lunch**
- **Pharmacist Planning Services**
- **Prescription Policy Choices**
- **Tennessee Health Care Campaign**
- **UMass Memorial Medical Center**
- **US PIRG**
- **USAction**
- **Washington Community Action Network (Washington CAN!)**