

Objectives for M2 Pharma Lecture Presented by Dr. Devin Nickol:

The student will be able to:

- Contrast the priorities of physicians and pharmaceutical companies.
- Describe research findings related to pharmaceutical industry interaction with physicians and medical students.
- Understand the magnitude of pharmaceutical company spending on gifts to physicians and where the money for gifts comes from.

Required Reading:

- None

Suggested reading:

- <http://www.nofreelunch.org>

Undue Influence: Pharmaceutical Representatives and You

Devin Nickol, M.D.

- 1) What differentiates pharmaceutical representatives from actual members of the health care team?
- 2) Pharmaceutical revenues have risen steadily in recent years. What happens to all that money?
- 3) How effective are pharmaceutical representatives at getting to residents?
- 4) How do resident perceptions differ regarding pharmaceutical representative influence on their own prescribing practices vs. those of other physicians?
- 5) What did the 2005 JAMA survey of medical students reveal about their exposure to and attitudes toward industry gifts and sponsorship of educational events?
- 6) What position did the AMA (in 1991) and the ACP (in 2002) take on gifts to physicians from pharmaceutical companies?
- 7) What did the 1992 Chest study suggest about the effect of gifts upon prescribing habits?

8) What did the 2000 JGIM survey suggest about the effect of sample medications on prescribing habits?

9) According to the 1996 Archives of Family Medicine study, what factors predicted increased treatment costs among surveyed primary care physicians?

10) Who really pays for the gifts (including sample medications) that physicians receive from the pharmaceutical industry?

Online resource: <http://www.nofreelunch.org>