

References Related to Key Points Expressed in the “Physicians and the Pharmaceutical Industry” Presentation

Because Dr. Kluge spoke to us using an open conversational style rather than a more formal lecture/power-point style, there may be interest among our members to explore some of the references he used as a basis for key points related to physician/pharmaceutical industry interaction.

References to the key points discussed on January 7th follow:

1. **Physicians rely on medication data from the pharmaceutical industry.**
 - a. Degree of reliance on Pharma Reps:
 - i. Anderson, Silverman, Loewenstein, Zinberg and Schulkin (2009), “Factors Associated With Physicians’ Reliance on Pharmaceutical Sales Representatives.” *Academic Medicine* 84: 8. 994
 - ii. Lexchin J. “What information do physicians receive from pharmaceutical representatives?” *Can Family Physician* 1997; 43:941-5.
 - iii. Lexchin J. “Interactions between physicians.”
 - iv. Wazana A. “Physicians and the Pharmaceutical Industry.” *JAMA*, 283:3 (2000), 373-380
 - b. If the Pharma Rep is the sole source of data, reliance could be professionally and ethically questionable (in terms of appropriateness and in terms of increased prescribing costs):
 - i. “Who pays for the pizza? Redefining the relationships between doctors and drug companies.” *BMJ* 2003;326:1189 (editorial)
 - ii. Caudill TS, Johnson MS, Rich EC, McKinney WP. “Physicians, pharmaceutical sales representatives, and the cost of prescribing.” *Arch Family Med.* 1996; 5:201–206.
 - iii. Bower AD, Burkett GL. Family physicians and generic drugs: A study of recognition, information sources, prescribing attitudes, and practices. *J Fam Pract.* 1987; 24:612–616.
2. **Gifts may affect prescribing behaviour:**
 - a. Gande D. “Limiting the Influence of Pharmaceutical Industry Gifts on Physicians” *J Gen Intern Med.* 2010 January; 25(1): 79–83
 - b. Morreim EH, “Prescribing under the Influence:”
<http://www.scu.edu/ethics/publications/submitted/morreim/prescribing.html>
 - c. Green, Masters, James, Simmons and Lehman, “Do Gifts From the Pharmaceutical Industry Affect Trust in Physicians?” *Fam Med* 2012; 44(5):325-31.
3. **Questions regarding the effect of free samples (starter packs):**
 - a. Corona SL, Wool handler S, Laser KE, Boor DH, McCormick D, et al. “Characteristics of recipients of free prescription drug samples: A nationally representative analysis.” *Am J Pub Health.* 2008;98:284–289

- b. Gagnon M-A, Lexchin J. "The cost of pushing pills: A new estimate of pharmaceutical promotion expenditures in the United States." *PLoS Med.* 2008; 5:e1. doi: 10.1371/journal.pmed.0050001.
- c. IMS Health. Total US promotional spend by type, 2003. Fairfield (CT): IMS Health; 2004.

4. **Issues Related to "Off-Label" Prescribing:**

- a. May be the only option available:
 - i. DeMonaco HJ, Ali A, von Hippel E. The Major Role of Clinicians in the Discovery of Off-Label Therapies. *Pharmacotherapy.* 2006;26(3):323–332
- b. May be ethically questionable without scientific evidence and informed consent:
 - i. American Society of Health-System Pharmacists American Hospital Formulary Service Drug Information. available at <http://www.ashp.org/ahfs>
 - ii. Agency for Healthcare Research and Quality Summary Guides. available at: <http://effectivehealthcare.ahrq.gov/healthinfo>
 - iii. Dresser R and Frader J, "Off-Label Prescribing: A Call for Heightened Professional and Government Oversight," *J Law Med Ethics.* 2009 Fall; 37(3): 476–396.