



James McCormack
B.Sc. (Pharm), Pharm.D.

Professor

Faculty of Pharmaceutical Sciences

University of British Columbia

Vancouver, BC

therapeuticseducation.org

mystudies.org

@medmyths

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Industry & Us

Why do physicians/medical professionals Interact with Industry?

Being Polite

Meals

Gifts

Related: pregnancy wheels, calculators, etc

Peripheral: Backpacks, water bottles, etc

Textbooks

Education

Travel

Why does Industry Interact with Trainees ?

Provide Education

Increase Prescribing of a product

Get a product added to a formulary

Increase their market share

At Universities, maybe at the request of a teacher or the school!

NPs and Pharmaceutical Marketing

- *Gain a better understanding on how to improve relationships with NPs & PAs which will result in more prescriptions written.*

2nd Maximizing Relationships with Non Physician Practitioners and Influencers

Drive Prescriptions Amongst NPs, PAs and other Key Stakeholders
in a Rapidly Changing Healthcare System

February 23 - 24, 2012 • Hyatt at the Bellevue • Philadelphia, PA

“Top Five Reasons to Attend This Conference”

1. Understand the changes in the healthcare delivery system and the expanding roles of NPs & PAs ***including their prescribing habits***
2. Learn directly from NPs & PAs during our interactive panels and roundtable discussions on what they would like to see from industry to gain a better understanding of ***marketing programs***
3. Improve relationships with NPs & PAs which will result in ***more prescriptions written***
4. Explore ***better ways to assist industry*** in minimizing issues when dealing with NPs & PAs
5. Discovering ways to ***maximize your Return On Investment*** by designing specialized marketing program geared towards NPs & PAs

NPs and pharmaceutical marketing

- *“Many doctors are getting harder and harder to see, if at all anymore. But most Nurse Practitioners will see drug reps. They are usually younger and eager to learn about new and existing drugs.”*
- Former drug rep online industry forum <http://ethicalnag.org/2013/08/07/nurse-practitioners-physician-assistants/>

NPs and pharmaceutical marketing

- *“Some of my highest (prescription) writers were NPs, and I showered them with goodies and attention. With no disrespect, **I found them to be low hanging fruit** when I carried a bag.”*



Some Methods of Influence

Drug detailing (reps)

Advertising (journals)

Direct to Consumer

Product Gifts

Dinners/Entertainment

Samples

Surveys

Guidelines

Formularies

Specialist

Influence our educators

**Conferences (Subtle &
overt)**

Texts

Research

The Rep (some techniques)

Reps know your prescribing habits (so called: “Data mining”)

IMS buys prescribing patterns from pharmacies

IMS compiles the data & sells it to industry

Industry then distributes it to reps

Saturation: 48,000 rep visits for Vioxx in 2000 alone (with over a million samples given)

Reps (the effect)

Interactions associated with

Changes in Practice

Rapid prescriptions of new drugs

Increase Prescribing costs

Decreased generic prescribing

Less rational prescribing over all

Caudill et al Arch Fam Med 1996; 5:201-6. Lurie et al J Gen Intern Med 1990;5:240-3.
Peay & Peay Soc Sci Med 1988; 26:1183-9. Bower & Burkett J Fam Pract
1987;24:612-6. Haayer Soc Sci Med 1982;16:2017-23.

Our Thinking around Gifts

“I am not influenced”

More gifts = more likely (and more strongly) we believe statement #1.

“Others are probably more influenced”

Residents would not wear industry logo (87%),...

but 97% carry industry products with logos

Medical Students: Is “Blank” gift inappropriate?

85% yes if given to a politician but only 46% when given to a doctor

CMAJ 1995 Sep 1;153(5):553-9; JAMA 2000 Jan 19;283(3) :373-80; JAMA 2001:286:1019-25; JAMA 2002; 287: 612-17. CMAJ 1996; 155(9):1243-48. J Gen Intern Med 2005; 20:777–786; MJA 2002; 176: 118-21.

Stolen from Mike Allan

NPs and pharmaceutical marketing

- Results from that survey published in the *American Journal of Managed Care* found that:
 - virtually all NPS have regular contact with drug reps
 - nearly all of them have attended industry-sponsored CME courses
 - two-thirds hand out free drug samples
 - half have attended a recent Pharma lunch
 - ~2/3 went to a free Pharma-funded dinner within the last month
 - 90% saw nothing wrong with attending Pharma-sponsored events
 - over 60% said accepting small gifts and free meals was no big deal
 - 93% said free gifts from drug reps did not affect their Rx habits

Advertising

Few studies directly show advertising in isolation

**Advertising pressure can mirror prescribing
(despite better alternatives e.g. CCB)**

50% report only RRR, 41% data tables, 0 gave AR

Even when referenced,

**44% of claims not supported by reference (even
refs from High Impact J)**

**Mean methodological quality and relevance
scores < than min acceptable (58%, 76% & 80%
respectively)**

Wang et al. Circulation 1999; 99(15): 2055-7. Villanueva et al. Lancet 2003;
361(9351): 27-32. Lexchin et al. CMAJ 1994; 151(11): 1744-5. Lexchin Can Fam
Phys 1999; 45: 1213-6.

Stolen from Mike Allan

NP and Pharmaceutical Marketing

- Little research on pharmaceutical industry's influence on NP Rx practices (Woo & Wynne, 2011)
- No Canadian studies
- 5 US studies
 - 393 NPs surveyed about the influence of the pharmaceutical co. education and gifts-80% of respondents reported that they changed their Rx practices after interaction with a drug rep (Blunt, 2005)
- Conclusion that most NPs don't recognize the influence of drug marketing, though they think they are capable of dealing with pharm marketing strategies (Crigger et al., 2009; Muncy-Blunt, 2004)

Direct to Consumer

DTC : More than doubles patient requests for meds.

DTC: Similar conditions are 4 times more likely to get a script if patient requests.

Advertising one drug in NZ for 8 months cost the Health Service \$2.7 million NZ

More money is spent on DTC advertising Vioxx than Budweiser (160.8 vs 146 million)

Mintzes, et al. CMAJ. 2003 Sep 2;169(5):405-12. Kmietowicz. BMJ. 2003 Jun 14;326(7402):1284. Mukherjee et al. Am Heart J. 2003 Oct;146(4):563-4.

Subtle DTC

Just like other industry: hire a winner

Promote with Stars (ED = Mike Ditka)

Educational Videos

Hire a Respected Newscaster (Cronkite) to do infomercials

Pay Actors to bring up your drug

On the Today Show, Lauren Bacall told a vignette about a loved ones with Macular Degen & pushed Visudyne: Paid by Novartis.

Angell, 2004, Truth about Drug Co. (pg 116-7)

Entertainment & CME

Meals Increase formulary request

CME Events increase in prescribing

2.5-3.5 fold just for attendance

If industry funded, sponsors drug more prescribed (5.5-18.7%) than competitors

4.5-10 fold if industry pays for the travel

Orlowski & Wateska Chest 1992;102:270-3. Wazana JAMA 2000;283:373-80.

Samples & Gifts

**Samples result in rapid prescription of
and preference for new medicines**

**Gift value and quantity associated with
belief that there is no influence**

Peay & Peay Soc Sci Med 1988; 26:1183-89. Wazana JAMA 2000;283:373-80

Clinical Practice Guidelines

58% of experts have financial ties to industry

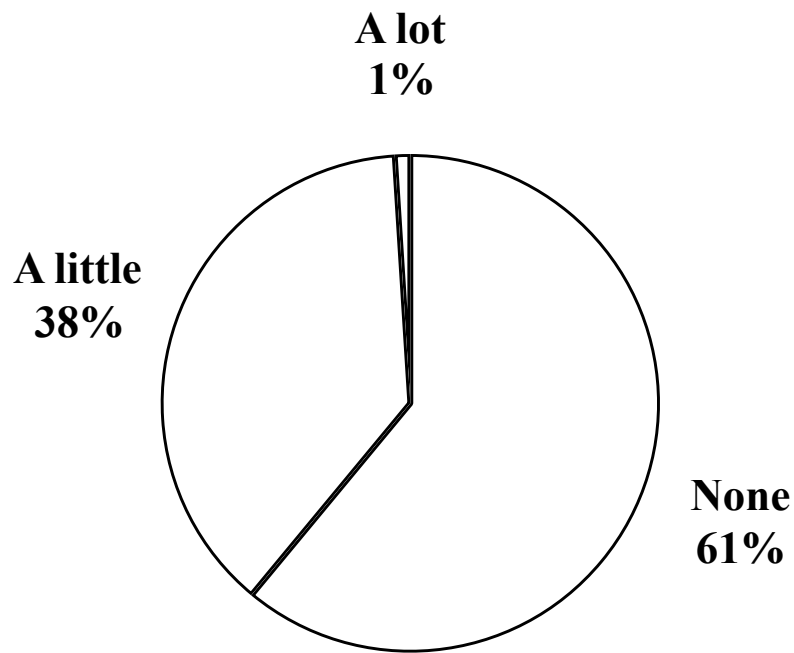
38% serve as employees or consultants

Still only 7% feel they are influenced

But 19% feel others are influenced

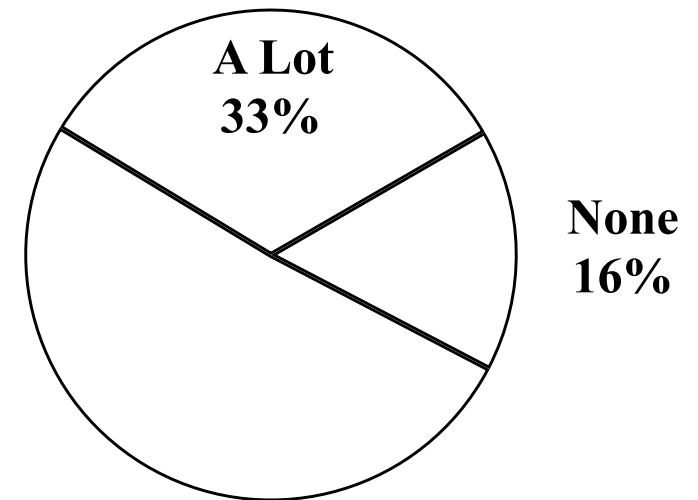
Choudhry et al. JAMA 2002; 287: 612-17.

Perceived Influence of Pharmaceutical Reps on Prescribing



“You”

$P < .0001$



“Other Physicians”

Am J Med 2001;110:551 (prepared by Joel Lexchin)

Stolen from Mike Allan

Formulary Requests

Requests were “strongly and specifically associated w/ the physician’s interactions w/ the companies manufacturing the drugs”
And “independent of the merits of the companies product”

Chren et al, JAMA 1994; 271(9): 684-89.

More Lies we tell Ourselves

“I prescribe on best evidence” - NO

“I consider costs to the pt” - NO (76.6% can not get within 25% of drug costs)

“I can’t even remember the name of the, ...” – Doesn’t matter, seed is planted

“Aside from influence, it’s a good source of CME” – Information wrong 11-42%

“I know the difference between good & bad information.” – No, We can’t tell

Soumerai et al. Milbank Q. 1989; 67:268-317. Anderson et al. CMAJ. 1996; 154(7): 1013-17. Allan GM et al. Can Fam Phys 2004; 50: 263-70. Wazana JAMA 2000 Jan 19; 283(3):373-80. Ziegler et al. JAMA 1995; 273: 1296-8. Stryer et al. J Gen Intern Med 1996; 11:575-83

What we can do?

Choose less-biased?? CME (there are courses: e.g. TEC)

Do Alternative CME: Like PBSGL or a “journal club” : Claim some, write off the rest.

If you meet reps, don't fight but get the paper & actually look at (don't prescribe until you do)

If you go to industry funded events, look for influence & recognize you are being influenced

READ