

Industry & Us

# Gifts from Industry & Doctors

## Marketing Logic of Gifts

- A. We should only take gifts if it won't influence prescribing.
- B. If we believe we are not influenced, then we are free to take a gift.
- C. It's important for doctors to think they're not influenced.
- D. Market strategy = Support that belief

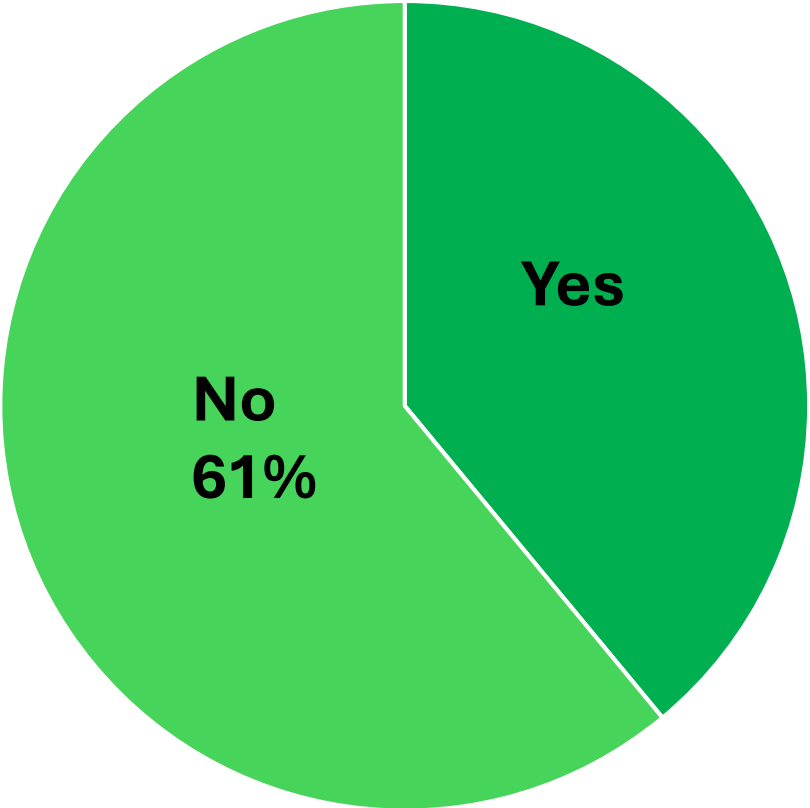
The Rub: "You're too smart to be fooled"

## Review of 49 Studies

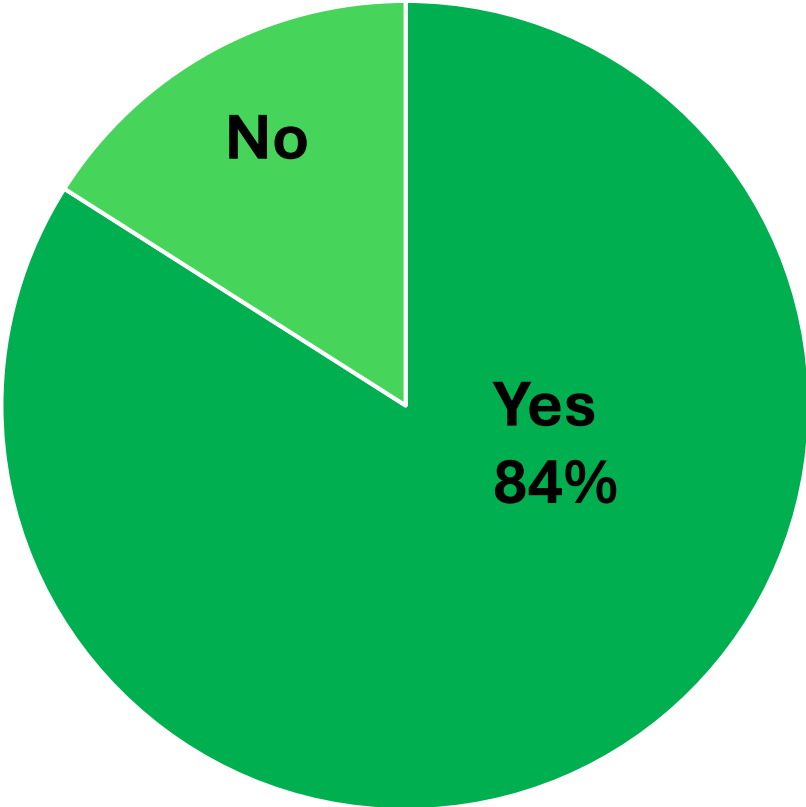
- Most studies show doctors do not believe gifts or interactions influence them.
- Some belief interactions may be influential, but
  - More colleagues than themselves
- More gifts = Stronger belief gifts don't influence

# Sample of how doctors self-evaluate the influence of gifts?

## Do Gifts Influence You?



## Do Gifts Influence Others?



Am J Med. 2001 May;110(7):551-7.

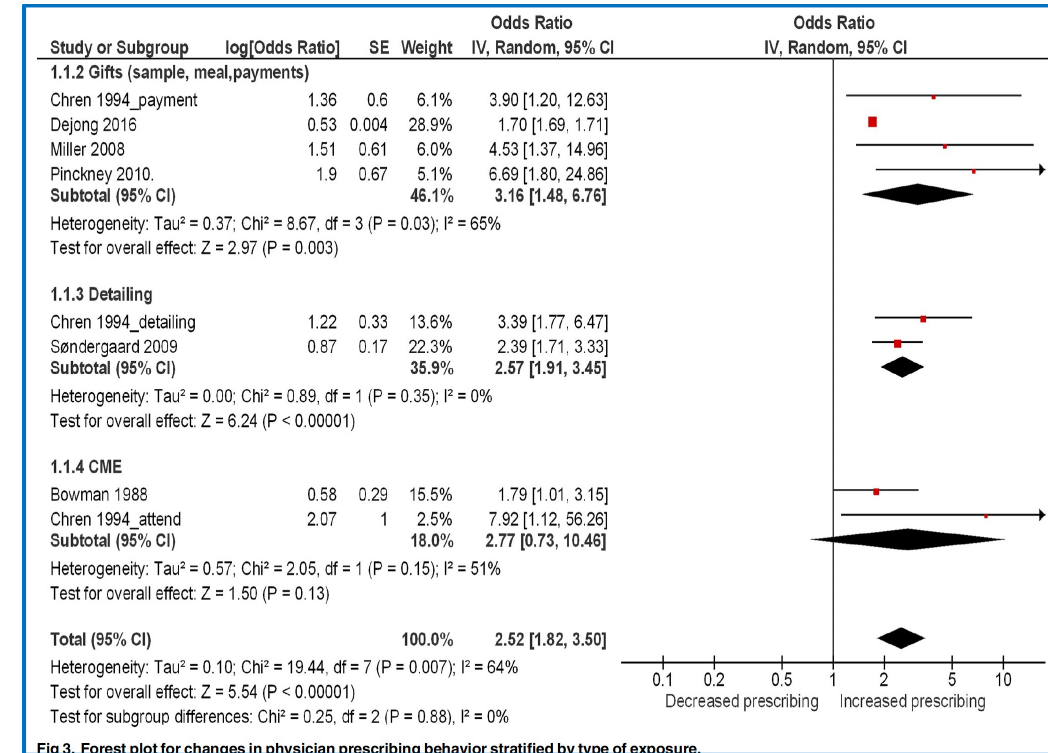
# Criteria for Causality (Bradford-Hill) and Industry-Physician Interaction

	Consistency	Strength	Specificity	Dose-response	Temporal relationship	Experiment
<b>Interaction with PR</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Gifts</b>	Yes	Yes	--	Yes	--	Yes
<b>Samples</b>	Yes	Yes	--	Yes	--	--
<b>Industry-paid meals</b>	Yes	Yes	--	Yes	--	--
<b>PR speakers</b>	Yes	Yes	--	--	Yes	--
<b>CME funding</b>	Yes	Yes	--	--	Yes	--
<b>Conference travel</b>	Yes	Yes	Yes	Yes	Yes	--
<b>Honoraria</b>	Yes	Yes	Yes	Yes	--	--
<b>Research funding</b>	Yes	Yes	Yes	Yes	--	--

-- No studies

# Interactions with Industry

- Review - 19 studies of Contact with Industry:
  - 12 Rep visits – all found prescribing changes
  - Other examples gifts, CME, etc

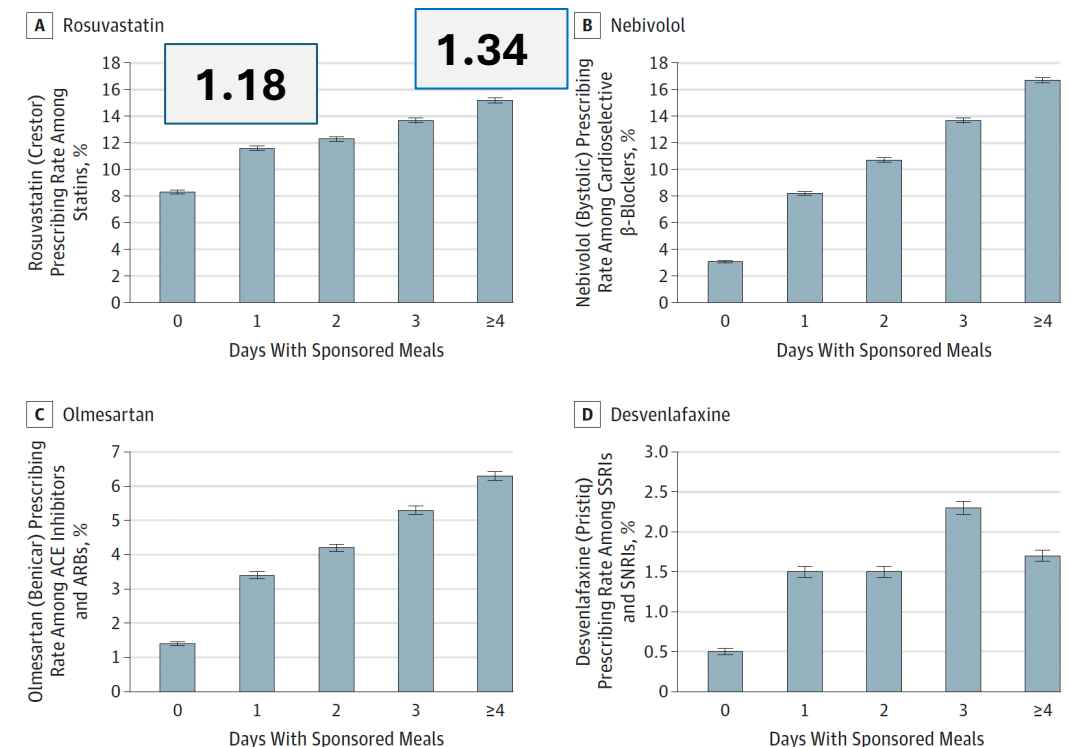


- 58 studies (87 analyses): Pharmaceutical interaction led to, ...
  - Quality of Care (10): 5 associated with worse quality, 4 no effect, 1 mixed results
  - Frequency of prescribing (51): 38 associated with increased prescribing, 13 no effect
    - Pharm reps (28): 17 associated with increased prescribing, 6 mixed and 5 no effect
    - Cover attendance at meetings (8): 5 associated with increased, 3 no effect
    - Journal Advertisement (8): poorly done – 4 no stat testing, but generally found effect.
  - Cost (10): 5 associated with increased costs, 4 no change, 1 lower costs.

# Influence of Industry Meals/Payments

- US – 279,669 doctors. 63,524 got a meal related to teaching on 1 of 4 drugs: meals were only \$12-18 on average
- Studies of Payments to Physicians
  - 36 studies: 30 studies - only positive, 6 were mixed and 0 were all null
  - Meals most common, honorarium/consult more \$
  - 25 Assessed dose response – positive
  - 9 assessed temporal relationship – positive.

Figure 1. Target Branded Drugs as a Percentage of All Filled Prescriptions in the Class in 2013, Across Days Receiving Target Drug-Sponsored Meals



# Patient Perceptions of Physician/Industry

20 studies examine patients' view of doctors/industry interaction

Do you know about,...

- 40-83% some gift
- 55-76% about pens as gifts
- 32% about personal gifts
- 22-37% about dinners

Do gifts increase costs: 26-67%

Does it influence quality of care: 27-75%

Does it influence prescribing: 41-70%

	Appropriate	Not
Coffeemaker	39%	41%
Dinner	12-35%	47-55%
Lunch (+ staff)	66-83%	
Samples	69-92%	8-22%
Textbooks/videos	49%-70%	16-19%
Social Activities	4-41%	42-68%
Conference Expenses	14%-76%	33-55%
Pens	54-82%	16-19%
Gift that would benefit Pt	80-96%	