



Marketing Overdose

Campaigning against irresponsible drug promotion



CAMPAIGN BRIEFING

Marketing Overdose Survey Results

Survey of drug company policies on disclosure of funding information

In May 2008, we wrote to the top 12 international pharmaceutical companies and asked them to clarify their policies on disclosure of information on funding of health professionals in Europe.

Of the nine that replied, none have any commitments to reveal any such information in Europe, beyond what is required by legislation.

We asked:

- 1) What commitments has your company made to disclose the following information:
 - a) financial payments in support of medical education
 - b) financial payments to medical organisations
 - c) financial payments to patient groups
 - d) anything of value given to physicians, such as payments, gifts, honoraria or travel above a certain minimum threshold?
- 2) If these commitments are not already in force, when do you hope to be able to fulfill them?
- 3) Are these commitments global, regional or national (and if regional or national which regions or countries do they apply to)?
- 4) How will this information will be made available to the public and will it specify which condition or treatment the funding was related to?

Key responses

AstraZeneca (AZ)

'AZ is in the process of exploring a global framework for consistent capture of our support to patient groups and other health care organisations worldwide, with a view to publishing this information, including associated financial commitments, as soon as is reasonably possible.'

GlaxoSmithKline (GSK)

'These payments (financial payments to support medical education, medical organisations and gifts/honoraria/travel) are not currently disclosed by GSK, although they are areas that we are looking at.'





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Novartis

'Given the above (disclosure of financial support for patient groups and stipulations in their codes of conduct about how the company relates to medical organisations etc) we are confident that our business operations are sufficiently transparent and we do not see the benefit to the public of increasing the burden on companies, doctors or pharmacists.'

Eli Lilly

'Regarding grants/payments made in other geographies, Lilly is evaluating the possibility of instituting our disclosure policies globally.'

Merck

No reference to the disclosure of financial payments to support medical education, medical organisations and gifts/honoraria/travel in Europe.

Roche

'On a corporate level we do not have a corresponding specific commitment. However, according to applicable local laws and regulations, corresponding information might be disclosed on a local level.'

Johnson & Johnson

'We are committed to disclosures as noted above and to disclosures as may be required by law or regulation in any country in which we do business. In addition, we will assess how we may implement outside the US market appropriate disclosures comparable in this document.'

Sanofi-aventis

'Sponsorship is disclosed by mentioning the term "educational grant" everywhere necessary.'
(Sanofi-aventis do not define what is meant by 'everywhere necessary'.)

No response

Wyeth, Abbott and Bristol-Myers Squibb (BMS) have yet to reply.

More from the Marketing Overdose campaign...

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