



# 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 twelve 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 your company has 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 you hope to be able to fulfill them.
- 3) Whether these commitments are global, regional or national (and if regional or national which regions or countries they apply to).
- 4) How this information will be made available to the public and whether it will specify which condition or treatment the funding was related to.

#### Key responses

##### Astra Zenica

'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.'

##### 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.'

##### 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 organizations etc) we are confident that our business operations are sufficiently transparent and we do not see the benefit to the public of





Eli Lilly

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

Merck

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

Roche

'On 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.'

Senofi-Aventis

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

Wyeth, Abbott and BMS have yet to reply.

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