

Advert Retard - Understanding Pharmaceutical Promotion

Summary:

Pharmaceutical Companies woo prospective doctors, influence professors and contracting with universities. Universities argue that without third-party funding, money from industry, it would be difficult to impossible to advancement scientific progress. But should pharmaceutical companies be allowed to set the agenda of state funded universities, and that in secret, without transparency?

In practice, today's patient-oriented medicine requires more than a profound knowledge of pharmacological effects. Physicians meet with representatives of pharmaceutical companies; participate in sponsored clinical trials and observational studies or continued medical education events.

This affects the daily prescription of drugs, while this challenge is not part of the medical curriculum.

With the seminar "Advert retard", which translates as "lasting advertising", considered a forerunner in German, we try to fulfill World Health Organizations and students' originations requirements: Students shall learn where they are affected by the pharmaceutical industry, where they are exposed to such influence and how to respond to it.

Therefore medical students analyze textbooks for pharmaceutical sales representatives by comparison, they compare medical journals that do not print ads, with those who live by the money of the pharmaceutical industry and they examine secondary activities of the Charité - Universitätsmedizin Berlin academic staff, who pay them for it, and who of those involved in clinical routine are informed about it.

Principal investigator:

Tinnemann, MD, MSc

Project coordinator:

Both, MD

Grabenhenrich, MD, MPH

Hess, PhD

Lehmkuhl, MD

Lindner

Ludwig, MD

Bruno Müller-Oerlinghausen, MD

Wodarg, MD

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