

Healthy Skepticism



Improving health by
reducing harm from
misleading drug
promotion

www.healthyskepticism.org

MaLAM Medical Lobby for Appropriate Marketing

- Copied Amnesty International
- Letters almost 1/month
- Quoted ad, evidence summary, questions
- Signed by doctors and pharmacists around the world

- If you want to go fast, go alone;
- If you want to go far, go together.

-African proverb

Who is Healthy Skepticism?

As of April 1:

- 1,615 subscribers + 193 members = 1,808
- 85 countries.
- Main funding source is subscription fees from 130 paid subscribers and members.

Subscribers ' top 10 occupations

- Doctor 486
- Pharmacist 240
- Student 184
- Other Health Professional 169
- Other 143
- Journalist 105
- General Public 87
- Retired 63
- Pharmaceutical Industry 51
- Nurse 38

Subscribers' top 10 countries

- Australia 676
- United States 412
- United Kingdom 145
- Canada 97
- Spain 44
- Italy 38
- India 34
- Sweden 30
- New Zealand 28
- Germany 26

Healthy Skepticism activities/infrastructure

- Website - 10,440 hits per day on average in March 2008
- Web library: has 13,576 references relevant to drug promotion
- Email discussion list
- Medical journal articles
- AdWatch

Medical journal articles

- Vitry A, Lexchin J, Mansfield PR. Is Australia's National Medicines Policy Failing? The Case of Cox-2 Inhibitors. *Int J Health Serv.* 2007;37(4):735-744.
- Spurling G, Mansfield P. General practitioners and pharmaceutical sales representatives: quality improvement research. *Qual Saf Health Care.* 2007 Aug;16(4):266-70
- Mansfield PR, Lexchin J, Wen LS, Grandori L, McCoy CP, Hoffman JR, Ramos J, Jureidini JN. Education for Health Professionals about Drug and Device Promotion: Advocates' Recommendations. *PLoS Med* 2006;3(11): e451

Journal

Intersections in Health, Science and Commerce is a peer-reviewed journal exploring the contested boundaries between research, marketing and healthcare; and examining educational, regulatory, policy and other responses.

Plans: AdWatch Interactive

- Quick and easy for people around the world to contribute (eg 15 minutes per month)
- Illuminate logical, psychological and pharmacological techniques used in an ad.
- Interactive
- Feedback to company and regulatory agencies

You are invited:

- Visit www.healthyskepticism.org
- Subscribers: Free monthly email alerts
- Paid Subscribers:
 - Gold \$500 (GBP 235)
 - Standard \$100 (GBP 47)
 - Concession \$25 (GBP 12)
- Members: support our aims
- Membership free for PharmAware members