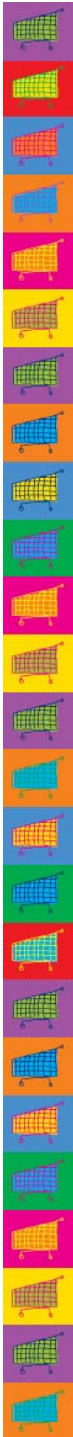


The influence on patients

Ilaria Passarani

A vertical decorative bar on the right side of the slide, composed of 20 small, colorful rectangular panels. Each panel contains a simple line graph with a grid background and a line showing an upward trend. The colors of the panels alternate in a repeating sequence of purple, red, blue, orange, yellow, and green.

Selling Sickness

Amsterdam

7-8 October 2010

Outline

1. BEUC in a nutshell
2. The right to information
3. Concrete examples
4. The influence on patients
5. Information vs. advertising
6. The EU Commission proposal on information to patients
7. Conclusions
8. Recommendations
9. References



BEUC


- Representing consumer interests towards the EU institutions since 1962
- 43 members from 31 countries
- Funded by members and by the European Union
- 8 HEADLINES: Health care, Food, Product safety, Environment and sustainability, Collective redress, Digital world, Consumers contracts, Financial services



The right to information

- Consumers have the right to high quality and non promotional information about health, medicines and treatment options.
- Consumers need information that allows them to understand the relative value of a treatment compared to others





1 in **5** people suffer from
Motivational Deficiency Disorder

PHARM
TV

Marketing overdose

« Weak government regulation and inadequate industry codes mean that drug companies are using irresponsible marketing to push their pills on doctors, the public and patients ».

Consumers International



The experience of Consumentenbond

- ✓ Following RADAR fake campaign and Gezonde scepisis report on DTCl Consumentenbond launched a petition asking for a ban of disease awareness campaigns.
- ✓ In 2 months they collected 20.000 signatures
- ✓ They presented the petition to the Dutch Minister of Health
- ✓ The Code of Conduct for Pharmaceutical Advertising Foundation (CGR) organised a roundtable with stakeholders



Development of a new code of conduct



Public awareness campaign on the risks of cardiovascular diseases (France and Canada)

Which would you rather have, a **cholesterol** test or a final exam?

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease IS the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

If any of these apply to you, cut this screening test out and ask your doctor about getting your cholesterol tested:

- Woman 50 years or older
- Man 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
 - Overweight
 - Physically inactive
 - Smoker
 - High blood pressure

OFFICE OF THE MEDICAL EXAMINER

Case No. 5341-96

Name J.B.

Overweight No

Age 42

Sex M

Cause of Death Heart attack

Call toll-free at
1-877-4-LOW-LDL
(1-877-456-9535) or visit
www.makingtheconnection.ca
and you will receive this
free booklet describing the
connection between cholesterol
and heart disease.



The Canadian Diabetes Association has reviewed the "Making the Connection" program for its medical and scientific accuracy. The Canadian Diabetes Association does not endorse the products of any pharmaceutical company. Sponsored by one of Canada's research-based pharmaceutical companies.

Making the
Connection
www.makingtheconnection.ca



(UN)ethical drug promotion (I)

“We believe the campaign could have worried patients, encouraging them to request a prescription for statins. If so, we suggest that the campaign meets the definition of promotion noted in the WHO *Ethical Criteria for Medicinal Drug Promotion*:

“... *all informational and persuasive activities by manufacturers and distributors, the effect of which is to induce the prescription, supply, purchase and/or use of medicinal drugs*”.



(UN)ethical drug promotion (II)

...Moreover, we believe the campaign did not respect several of WHO's ethical criteria, in that it is neither accurate, informative, or balanced. Finally, we think the information used contained misleading statements and omissions likely to induce medically unjustifiable drug use or to give rise to undue risks »

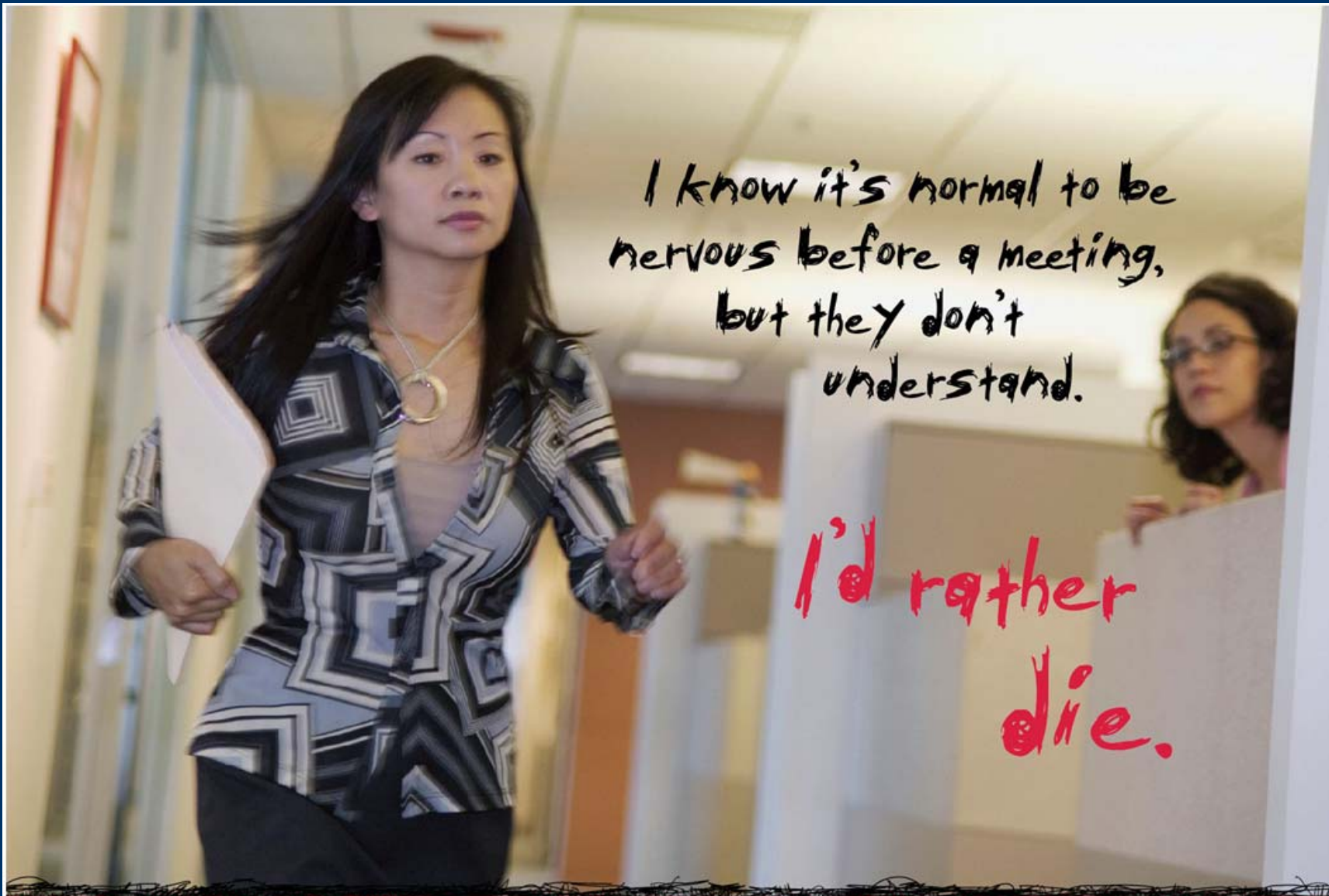
J. Quick a, H. Hogerzeil a, L.Rágo a, V.Reggi a, K. De Joncheere b,
The Lancet, 2003

a) Department of Essential Drugs and Medicines Policy, WHO, Geneva, Switzerland

b) Regional Adviser for Pharmaceuticals, WHO Regional Office for Europe, Copenhagen, Denmark



Social Anxiety Disorder



I know it's normal to be nervous before a meeting, but they don't understand.

I'd rather die.

PHOTO © BLEND | DESIGN © 2008, ANNE LIKES RED, INC.

Social Anxiety Disorder... You are not alone... Get help: www.adaa.org

Ne laissez pas les troubles de l'érection

briser l'**harmonie** au sein de votre couple



Une campagne de communication

Pourquoi une campagne de communication ?

Les acteurs de la campagne

Les aides à la communication

Comprendre les troubles de l'érection

Vous, les troubles de l'érection & votre partenaire

Vous, les troubles de l'érection & votre médecin

La dysfonction érectile :

un problème à résoudre **à deux ...**



Ne laissez pas les troubles de l'érection briser l'**harmonie** au sein de votre couple

Une campagne de communication

"Ne laissez pas les troubles de l'érection briser l'harmonie au sein de votre couple.."

Parlez-en, parlons-en !

Comme le souligne si bien cette phrase et quoique l'on en pense, les problèmes d'érection sont loin d'être uniquement une affaire d'hommes. Et pour cause...

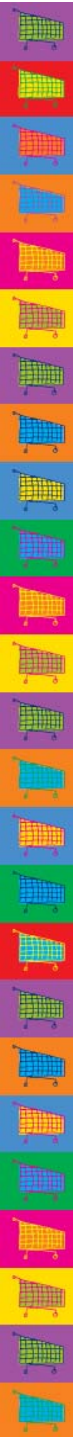
Dans une relation, lorsqu'un des partenaires n'est plus au «rendez-vous», l'autre se pose souvent beaucoup de questions. Et si aucun dialogue n'est amorcé, le couple peut très rapidement se retrouver dans une impasse et s'éloigner peu à peu jusqu'à perdre tout contact intime. Dès lors, sachant qu'entre 40 et 70 ans, 1 homme sur 3 connaît des troubles de l'érection, combien de couples se retrouvent aujourd'hui dos à dos en raison de problèmes de cet ordre ?

Et pourtant, des solutions efficaces existent.

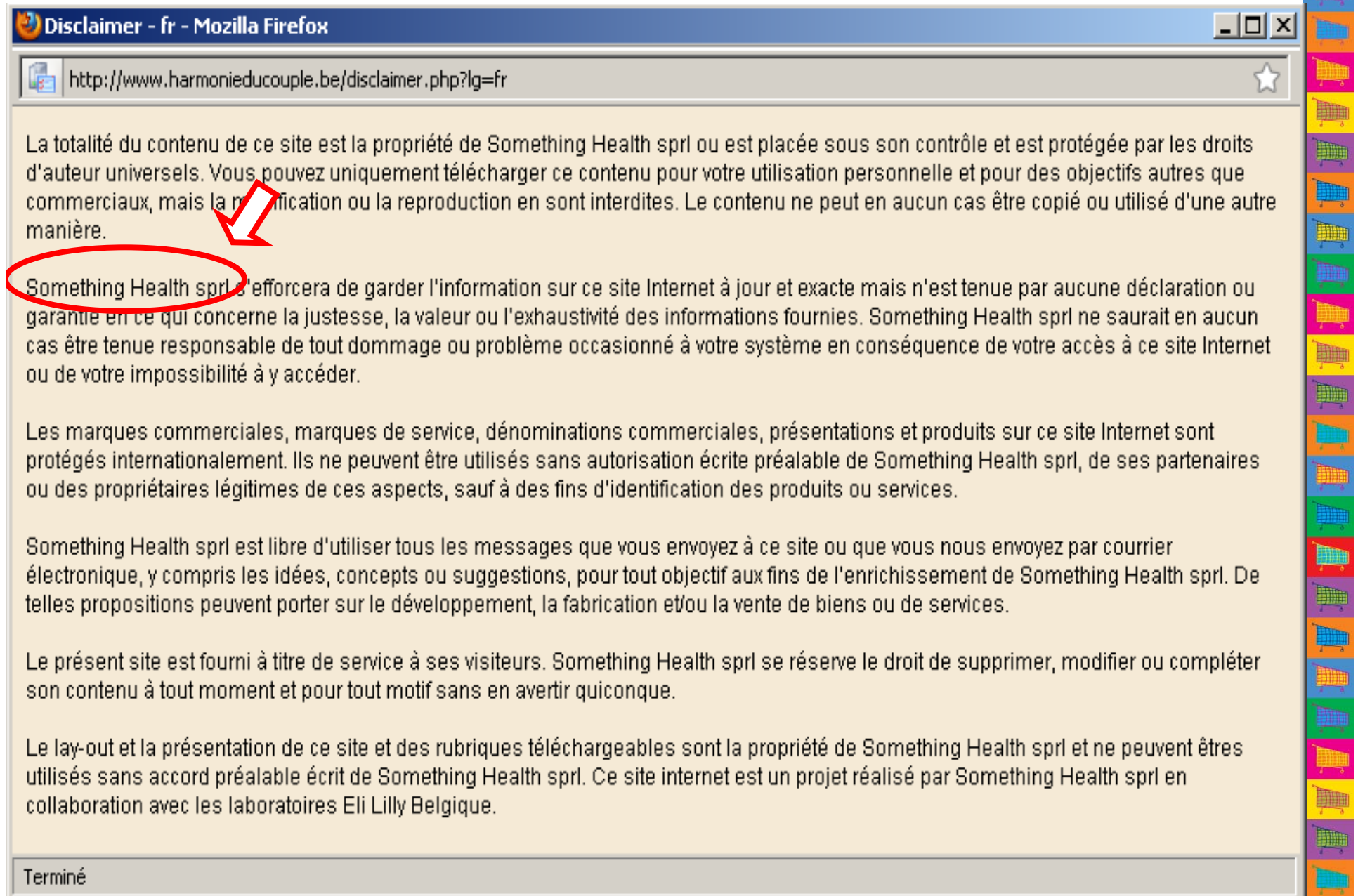


«Ici, on en parle !»

Cette «réponse» au sous-titre de la campagne, «parlez-en, parlons-en» est essentielle. Elle indique clairement que le médecin qui participe à la campagne se met à la disposition des patients pour aborder la problématique et trouver avec eux la solution adaptée à leur situation.



Harmonie du couple - Disclaimer



Disclaimer - fr - Mozilla Firefox

http://www.harmonieducouple.be/disclaimer.php?lg=fr

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Terminé

IBS

Colon irritable - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.info-ibs.be/index.php?page=home&lang=fr>

Rechercher web...

Home | Mieux connaître le syndrome du côlon irritable | Parler du syndrome du côlon irritable | Faire le pré-test | Actualités, agenda et liens | Télécharger la brochure | Vous êtes médecin ? | Nederlands

Une personne sur 5 souffre du syndrome de l'intestin irritable

Maux de ventre, inconfort, crampes aiguës, ballonnement, flatulences, constipation, diarrhée

FAIRE LE PRE-TEST | TELECHARGER LA BROCHURE

Mieux connaître le syndrome du côlon irritable

- [Comment fonctionnent les intestins ?](#)
- [Qu'est-ce qu'un intestin irritable ?](#)
- [Quels sont les symptômes dans le cas de l'intestin irritable ?](#)
- [Quelles en sont les causes ?](#)
- [Que peut faire votre médecin ?](#)
- [Disclaimer & déclaration de confidentialité](#)

Parler du syndrome du côlon irritable

Le patient : [Veerle](#)

Le gastro-entérologue : [Prof. Piessevaux](#)

Le psychiatre : [Prof. Fischler](#)

Le patient : [Marvse](#)

Actualités

29.05.2008
[Bel RTL Coup du fil du jour](#)

29.05.2008
[Un Belge sur cinq souffre du syndrome du côlon irritable \(Sciences & Santé\)](#)

Enquête Internet UEGF

[Invitation à participer à l'enquête Internet sur le syndrome du côlon irritable.](#)

Start | 10 Microsoft Office Ou... | Letters | Microsoft PowerPoint - [I... | Colon irritable - Micro... | FR | Search Desktop | 10:27



The silent enemy

TECNOLOGIA & SCIENZA

Una malattia che riguarda 200 milioni di persone. Nessun sintomo solo la fragilità ossea che determina improvvisi e gravi fratture

Osteoporosi, nemico silenzioso Ursula Andress: "Così ci convivo"

L'attrice resa famosa dai film di 007 è diventata testimonial dell'Iof
All'origine, fattori genetici e alimentazione. Diagnosi facile, cure costose
dall'inviato *ELVIRA NASELLI*



Ursula Andress in "007, licenza d'uccidere"

BRUXELLES – Duecento milioni di donne e uomini nel mondo soffrono di osteoporosi. Come la popolazione di Francia, Gran Bretagna e Germania messa insieme. Una epidemia silenziosa, perché non dà sintomi né segnali, se non quando è troppo tardi e ci si frattura un femore, una spalla o una vertebra.

L'allarme arriva da Bruxelles dove l'Iof l'International Osteoporosis Foundation, ente non governativo e no-profit, con il sostegno di Novartis, ha arruolato niente meno che Ursula Andress per lanciare un messaggio ai malati in occasione della giornata mondiale dell'osteoporosi, che ricorre in tutto il mondo il 20 di ottobre.

“L’ostéoporose, une maladie silencieuse qui peut tuer”

Santé : votre magazine santé avec e-sante.be - Microsoft Internet Explorer

Address <http://www.e-sante.be/publi-info/osteoporose>

Google Effettua la ricerca Condividi Sidewiki Controllo Traduci Compilazione automatica Entra

Santé : votre magazine santé a... Aggiungi Tab

e-sante.be

Il existe des traitements journaliers, hebdomadaires, mensuels, trimestriels et une fois par an.

VOTRE SANTÉ EN PLEINE FORME !

Rechercher : Tapez ici votre recherche OK

- Accueil Santé FR
- Accueil Santé NL
- Newsletter Santé
- Tests Santé
- Services santé

TOP RECHERCHE SANTE

- Cheveux
- Contraception
- Diabète
- Homéopathie, phytothérapie et acupuncture
- Incontinence urinaire
- Maladie de Parkinson
- Ostéoporose
- Pipi au lit
- Santé anti froid
- Santé de l'animal de compagnie

AGE ET SANTÉ

- Grossesse
- Santé de bébé
- Santé de l'enfant
- Santé de l'homme
- Santé de la femme
- Santé des 50 ans et plus
- Santé de l'adolescent

BIEN-ÊTRE ET SANTÉ

- Beauté, minceur, corps

Prenez soin de VOS OS

Publi-information

DES OS FRAGILISÉS

En Belgique, l'ostéoporose touche plus de **300.000 femmes** et **90.000 hommes** de plus de 50 ans¹. Chez ces personnes, le mécanisme de reconstruction des os est déséquilibré, ce qui signifie que l'organisme détruit plus d'os qu'il n'en produit². Conséquence: les os s'affaiblissent et le risque de chute augmente. Ce problème

Done, but with errors on page.

start | Inboxes - Microsoft Out... | Selling sickness 07.10... | Speech Selling Sickne... | Disease mongering T... | Internet Explorer | 16:35

Information vs. advertising

Are there circumstances in which pharmaceutical companies would wish to spend money in providing the public with Information that is intended to reduce or have no impact on the demands for products?



Public health vs. commercial interest



Assessing the information

Consumers might use different appraisal skills when confronted with what they are told is “information” than when they are confronted with advertising.



- ❖ Less critical attitude
- ❖ Different perception



The need of health information

- It is important that consumers of information are as aware as possible of their own particular situation and its potential impact on their perception of information
- There are three broad situational contexts for health information:
 - a) Non-critical, non time-urgent – on an individual level this may relate to some aspiration or be driven by curiosity and is the type of change that they might like to consider for the future, e.g. a change in diet, starting exercise, travelling abroad, sexual health and family planning.
 - b) Urgent, time critical – for the individual this is driven by worry about a specific illness/condition.
 - c) Time and goal specific – this is a period of active change in lifestyle or policy. For example for individuals this could be stopping smoking or following a treatment regime.
- Given these potential phases of need for health information, it should be recognised that use of health information is influenced by attitudes, community or cultural norms and individual levels of self esteem.



Promoting the condition vs. promoting the product (I)

1. *“ One problem with (disease awareness campaigns) is that if there is only one product (or a clear leader) to treat a particular condition then promoting the condition equates to promoting the product”*

Letter from the Royal Pharmaceutical Society of Great Britain to the Medicine Control Agency (now MHRA), 2002.

Source: The influence of the pharmaceutical industry, report by the health Committee, UK house of Common



Promoting the condition vs. promoting the product (II)

2. DTCA has a significant effect in increasing the aggregate demand per therapeutic class but not on market shares within each class (Rosenthal et. al,2003)
3. What will be the effects on public health of the combination of symptom advertising (without product claim as allowed by the existing legislation) and specific product information directly to consumers as foreseen in the new Commission proposal?



European Commission proposal on information to patients (I)

Article 88 – paragraph 4

*« The prohibition set out in paragraph 1 shall not apply to vaccination campaigns **and other campaigns in the interest of public health** carried out by the industry and approved by the competent authorities of the Member States ».*



European Commission proposal on information to patients (II)

Article 100 b (d)

« medicinal product-related information about non-interventional scientific studies, or accompanying measures to prevention and medical treatment, or information which presents the medicinal product in the context of the condition to be prevented or treated ».



European Commission proposal on information to patients (III)

Article 100 Ia (new)

Notwithstanding the provisions of this Title on information by the marketing authorisation holder, Member States shall ensure that objective, unbiased information is available to the general public and members thereof on

(a) medicinal products ...

(b) the diseases and health conditions which are to be treated with the medicinal product referred to in point a); and

(c) the prevention of such diseases and conditions.

...



Commission proposal on information to patients (IV)

1. The source of the information must be clearly identified
e.g. « Such websites shall clearly identify the marketing authorisation holder ».
2. The role of third parties => liability issues
3. Quality criteria (art.100d):
 - *objective and unbiased; in this regard, if the information refers to the benefits of a medicinal product, its risks shall also be stated;*
 - *it must be based on evidence, be verifiable and include a statement on the level of evidence;*
 - *it must be up-to-date and include the date of publication or last revision of the information;*
 - *it must be reliable, factually correct and not misleading.*



Conclusions

The current practices on information from pharmaceutical companies to the public are not designed in the best interest of consumers as they:

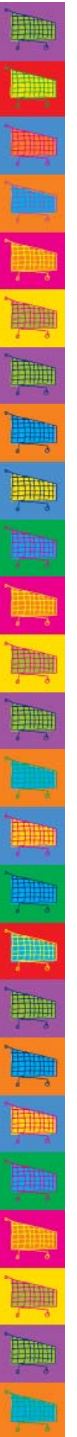
- often fail to clearly identify the source and the purposes of the information
- provide partial information
- are not based on independent scientific evidence (e.g. prevalence numbers)
- concentrate on life style conditions
- unduly promote the use of medicines even when non strictly necessary from a medical point of view
- produce a bias against non-drug therapies
- can create unjustified and unhealthy fear and stress
- do not meet real public health information needs



Recommendations (I)

The existing EU and national legal frameworks regarding the provision of health related information to the public should be reconsidered in order to:

- a) Make a clear distinction between information that is intended to genuinely inform consumers in a way as unbiased as possible and commercial communication designed to increase the sales of a product
- b) Better ensure the consumer right to high quality and non promotional information about health, medicines and treatments
- c) Avoid unethical practices (and guarantee effective enforcement)



Recommendations (II)

Need for independent research about the impact of disease awareness campaigns on:

- Consumers' behavior
- Medicines consumption
- Costs (individual, health care systems)
- Cost of side effects of medicines



COST/BENEFIT analysis

RISK/BENEFIT analysis



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8. Test Sante, Test-Achats, 2010
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Thank you!

More information on
www.beuc.eu

EC register for interest representatives :
identification number 9505781573-45

