

Pharma Marketing News

Pharma Marketing Ethics & Corporate Reputation Compendium



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This is version 1.0 of Pharma Marketing Ethics & Corporate Reputation Compendium, published on 8 October 2013.

Welcome

Welcome to The Pharma Marketing Ethics & Corporate Reputation Compendium, which is a catalog of articles, blog posts, podcasts, and surveys about the pharmaceutical industry's marketing practices viz-a-viz ethics and its corporate reputation.

This compendium is designed to be read while connected to the Internet. It includes summaries of articles (yellow pages) with links to full PDF versions of the articles hosted on Pharma Marketing Network. To access the full article, click anywhere within the summary while connected to the Internet.

The compendium also includes several full articles (white pages) that do not require any additional action to read and enjoy. Within these articles, however, may be links to further information and documents that can either be downloaded as PDF files or viewed within your Web browser,

This is a living document that is updated on a regular basis as new documents become available. Subscribers to *Pharma Marketing News* and followers of Pharmaguy on Twitter are notified when a new version of the compendium is available to be downloaded.

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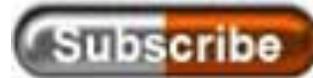
John Mack/Pharmaguy



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Pharma Marketing News is an e-newsletter published five times per year by **Pharma Marketing Network** (<http://www.pharma-mkting.com>), which is an exclusive information resource for pharmaceutical marketing professionals.

Each issue of *Pharma Marketing News* is comprised of in-depth original articles packed with facts, opinions, case studies, interviews of experts in the field of pharmaceutical marketing, and highlights from industry conferences.

Other news sent to subscribers via email includes the bi-weekly *Conference Calendar Update* and *Pharma Industry News Update* sent every Tuesday and Thursday.

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Fixing Pharma's Reputation

Has the Train Has Left the Station?



By John Mack, aka Pharmaguy

In an "open letter" to PhRMA CEO, John Castellani, Forbes Blogger and former president of Pfizer Global Research, John LaMattina, offers several suggestions for improving the reputation of the pharmaceutical industry. You can read the "letter" [here](#).

Unfortunately, IMHO, the "train has already left the station" as they say. In fact, the train has crashed!

You might recall that LaMattina famously called for the end of DTC (direct-to-consumer) advertising in his book, *Devalued and Distrusted* (see "[Bad, Devalued, Distrusted & Defensive Pharma: A Tale of Two Books](#)").

In his open letter, however, LaMattina focuses on the R&D side of the pharma enterprise. Specifically, he calls upon PhRMA to "put more of a human face on the R&D process."

"Why not put together a group of PhRMA scientists who were key members of the teams that produced these [newly FDA-approved] drugs?," LaMattina asks. "Then, pair them up with patients who have personally benefited from these breakthroughs and ask that they give talks or meet with the media in cities throughout the U.S. I have found that, while many members of the pharma industry are viewed with skepticism, scientists still have a good deal of credibility."

That's a good idea. In fact, I suggested almost the same thing repeatedly as far back as 2007 and earlier when that train was still in the station. In a 2007 post to this blog, I said: "God bless the dedicated researchers and scientists of the pharmaceutical industry! They are truly the unsung heroes of the pharmaceutical industry! Too bad they are sequestered in their labs!" (see "[God Bless R&D, but Marketers May Go to Hell!](#)").

The "guys" in the labs are "isolated from public view, locked away in cages like lab rats!," I said. "And that's a problem I have always railed against. Time and again, I point out to any industry executive who will listen: **give these people a voice!** Instead, the industry gives sales reps a voice among the public (see, for example, the section "Clarence," GSK's R&D Guy, Trumps "Jamie," Pfizer Viagra Guy! in this 2006 post: "[GSK's 'Plain Talk' Flawed](#)").

But that train may have left the station and crashed in 2008 when the "dark side" of pharma's R&D leaders was exposed (see "[Pharma R&D Succumbs to the Dark Side](#)"). R&D is succumbing to the demands of the commercial side of pharma. I said, "It's not quite under the thumb of the dark side, but it's tainted, which is one conclusion I came to after reading the EHNANCE story" (*op cit*).

LaMattina also addresses the issue of "clinical trial transparency" in his open letter. Lack of transparency about negative clinical trial data is another, more recent, manifestation of the "dark side" of pharma R&D. Dr. Ben Goldacre, author of *Bad Pharma*, has written and lectured extensively about this (see "[Bad, Devalued, Distrusted & Defensive Pharma: A Tale of Two Books](#)").

On this issue, LaMattina recommends that all pharma companies follow GSK's lead and make all clinical trial data available for 3rd-party analysis. Recently, Roche agreed to release all of the trial data for its controversial influenza drug Tamiflu to the Cochrane Collaboration (see [here](#)). Roche did this kicking and screaming and may have put limits on the data revealed. To the public, this sounds like "too little, too late"; i.e., another way of saying "the train has already left the station."

Bad, Devalued, Distrusted & Defensive Pharma

A Tale of Two Books

"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity. . ."

You know the *Tale of Two Cities*. This article, however, tells the *Tale of Two Books: Bad Pharma*, a 430-page book by Ben Goldacre, a British physician, whose previous book, *Bad Science*, was a best seller in the "non-fiction" realm and the much smaller 123-page book *Devalued and Distrusted* by John L. LaMattina, former president of research and develop at Pfizer.



"In short," said Dickens in his *Tale*, "the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only." That about sums up how I feel after reading these two books about the pharmaceutical industry. Both authors speak in "superlatives" and both are evangelists, encouraging their readers to take specific actions to remedy the evil or proselytize the good described in their respective books.

Topics include:

- Bad Pharma Marketing
- Marketing Spending vs R&D Spending by Pharma
- Cost of Samples and Cost of Detailing
- Goldacre's Response to My Critique of His "Numbers Game"
- "It's Not Quantity, It's Quality," Says Gary Monk
- Bad Pharma Research - a Review of the R&D Section of Goldacre's Book by Adam Jacobs, PhD, Director of Dianthus Medical Limited, and author of the Dianthus Medical blog
- Acknowledging the Good Stuff - Review of LaMattina's Book
- "Drop TV Ads," Says LaMattina
- Another Idea to Help Pharma's Bad Rep: Pharma Should Step Up & Help Develop a Universal Flu Vaccine
- "Not Everyone Likes Us," Says Derek Lowe. Get Over It!

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PMN121-02

Issue: Vol. 12, No. 1: January 2013

Big Bad Pharma

How Bad Drug Shortages, Bad Drug Supply Chain, Bad Manufacturing, Bad Ideas, and Bad Journalism Contribute to Pharma's Bad Reputation

The drug industry is contending with a storm of unsavory media coverage documenting drug shortages in the U.S., drug counterfeiting, and recalls due to manufacturing faults. Some say bad journalism is heightening the "bad" news while ignoring the good that the industry does, which includes creating life-saving drugs and jobs.

This article reviews the confluence of several trends that are putting the industry on the defensive with data from several surveys and studies that put these issues into context of the age of social media amplification of news sound bites and instant online collaboration.



Topics include:

- Has Pharma Cured Cancer?
- Creating Jobs
- Is Pharma's Bad Reputation Deserved?
- Is the News Media to Blame?
- Drug Counterfeiting
- Drug Supply Chain Safety
- Drug Shortages
- Lack of Patient Support Via Social Media
- Americans' Attitude Regarding Drug Safety

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PMN112-01

Issue: Vol. 11, No. 2

Publication date: 22 February 2012

Word Count: 3,239

Corporate Reputation in the New Media World

Influencing the New Influencers

There is a direct link between corporate reputation and customer behavior, including recommending or prescribing your brand. In today's negative environment beset by economic crisis and 24/7 communications, how can you enhance your reputation and ensure it delivers results?

In an online webinar entitled "Reputation Strategies That Drive Results: Turning Your Good Name into Good Business" Kantar Health explored the value of corporate reputation and corporate social responsibility from a traditional channel and digital media perspective and also from the view of understanding how this impacts the relationship between pharmaceutical and Key Opinion Leaders. This article summarizes the presentations made at that webinar.



Topic headings include:

- TRI*M Pharma Reputation Index
- Reputation Strategies in the New Influence Landscape
- Listening Platform Approach
- What to Measure
- The Social Media Elephant
- Strengthening Your Reputation with KOLs
- Attributes of Thought Leaders
- The Power of Peer Influence
- Social Media and KOLs

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PMN91-02

Issue: Vol. 9, No. 1: January 2010

Word Count: 3233

A Call to Action

A Mea Non Culpa by Big Pharma

A review of the book "A Call to Action" by Pfizer CEO Dr. Hank McKinnell. This review focuses on the 10 action items McKinnell promulgates. Notwithstanding an Amazon.com review of the book written by Peter Rost -- Pfizer's whistleblowing head of endocrine care marketing unit -- in which McKinnell is described as making "an impressive mea culpa," this book is actually a mea non culpa! Find out why..

Topics covered include:

- Important Questions Answered
- One Refreshing Departure from the Party Line
- Defending DTC
- A Call to Action Starts Here

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PMN47-04

Issue: Vol. 4, No. 7: July/August 2005

Word Count: 1553

GSK Strikes Back with a Grassroots Campaign

Genesis, Structure, & Key Messages of the Campaign

Mike Pucci, Vice President of External Affairs at GlaxoSmithKline (GSK), is a man with a mission, which is to get the word out about the good that the pharmaceutical industry is doing (or, as Pucci expressed his goal: to "Restore the reputation of the industry by communicating the value of our products, our research and our hope for the future"). He spoke recently at an industry Forum on Customer Relationship Management (CRM) held in Princeton, New Jersey.

Topics covered include:

- Key Messages
- Genesis and Structure of the Grassroots Campaign
- Role of PhRMA
- Program Available from GSK

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PMN410-03

Issue: Vol. 4, No. 10: November 2005

Word Count: 1287

Pharma's Bad Rep or Bad Rap

Whatever! The Drug Industry Must Earn Back the Public's Trust

Over the years, Harris Interactive has polled Americans about their attitudes toward corporate America. The pharmaceutical industry has consistently received low scores; in 2007, for example, only 26 percent of Americans viewed the industry favorably. Among the 11 industry sectors examined, only tobacco companies had a measurably lower rating. Who and/or what is to blame for pharma's bad reputation? And what should the industry do to win back the public's trust?

The "How to Earn Back the Public's Trust" survey hosted by Pharma Marketing News between February 4, 2009 and March 14, 2009 was designed to answer these questions. This article summarizes the results of that survey, including selected comments from respondents and other commentators.

Topic headings include:

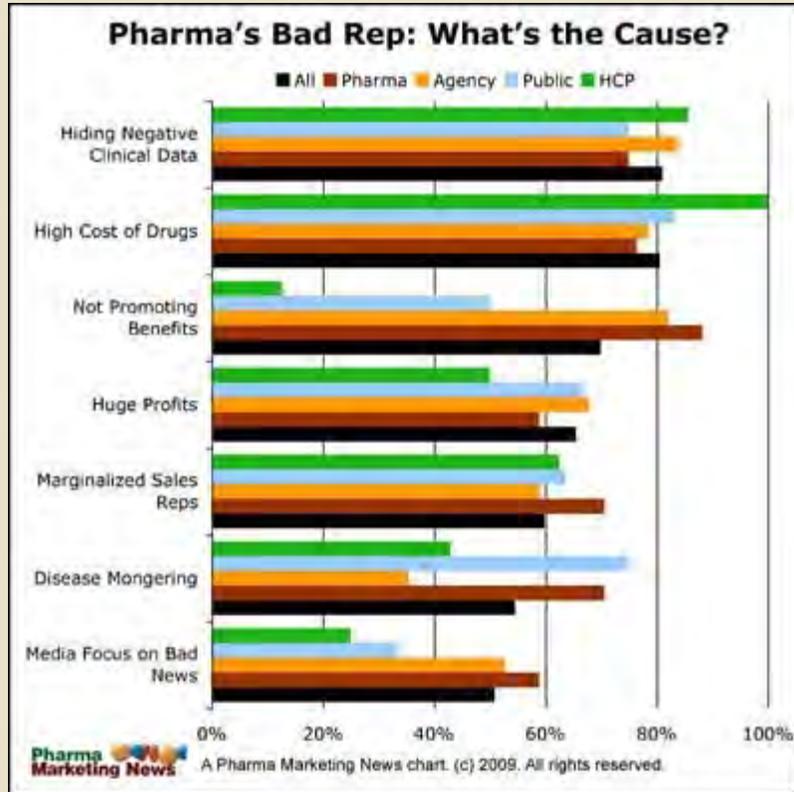
- Royal Pain from Physicians
- Is Pharma's Bad Reputation Deserved?
- Industry and Its Stakeholders Disagree
- Suppression of Negative Clinical Data
- The Media's Role
- Is DTC Advertising the Culprit or Just the Poster Boy?
- What's the Solution?
- Transparency Is Key
- Improve Relations with HCPs
- The Industry Needs to Re-invent Itself
- Don't Look Back, Look Forward

[Download full article](#) (PDF)

PMN83-01

Issue: Vol. 8, No. 3: March 2009

Word Count: 3673



How the Drug Industry Can Earn Back the Public's Trust

Survey Results

(Survey ran from 4 February 2009 through 14 March 2009. N=113 respondents)

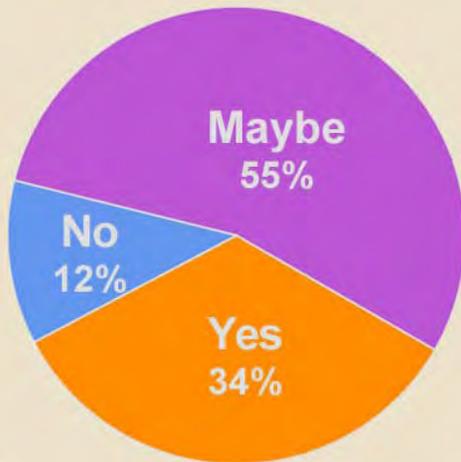
"I blame myself and those of us in the industry for the bad reputation that the pharmaceutical industry has," said Ray Kerins, former global PR chief at Pfizer, during a conference presentation.

Kerins found it incredible that despite making products designed to save lives and cure diseases, the drug industry enjoys such low esteem among the public. "How in the hell do we have such a bad reputation?" was his way of expressing it. "It makes no sense."



Only 34% of the patient groups responding to the 2012 PatientView global survey of 600 international, national, and regional patient groups, stated that multinational pharma companies' had an "Excellent" or "Good" reputation during the course of that year, compared with 42% in 2011 -- a 19% decline.

These results place multinational pharma companies 6th out of seven healthcare industries for reputation among patients during 2012. Only for-profit health insurers fare worse, with just 24% of the 2012 respondent patient groups saying that this healthcare stakeholder has an "Excellent" or "Good" corporate reputation.



Is the drug industry's bad reputation is deserved? What are the specific reasons why the public has such low esteem for the industry?

This survey attempted to answer these questions as well as get some ideas for how the drug industry can improve its public image.

Survey Results:

Respondents were first asked: **"In general, do you believe the industry's bad reputation is deserved?"** (Responses: Yes, definitely; No, definitely not; Maybe, it depends; No opinion one way or another).

Continues...

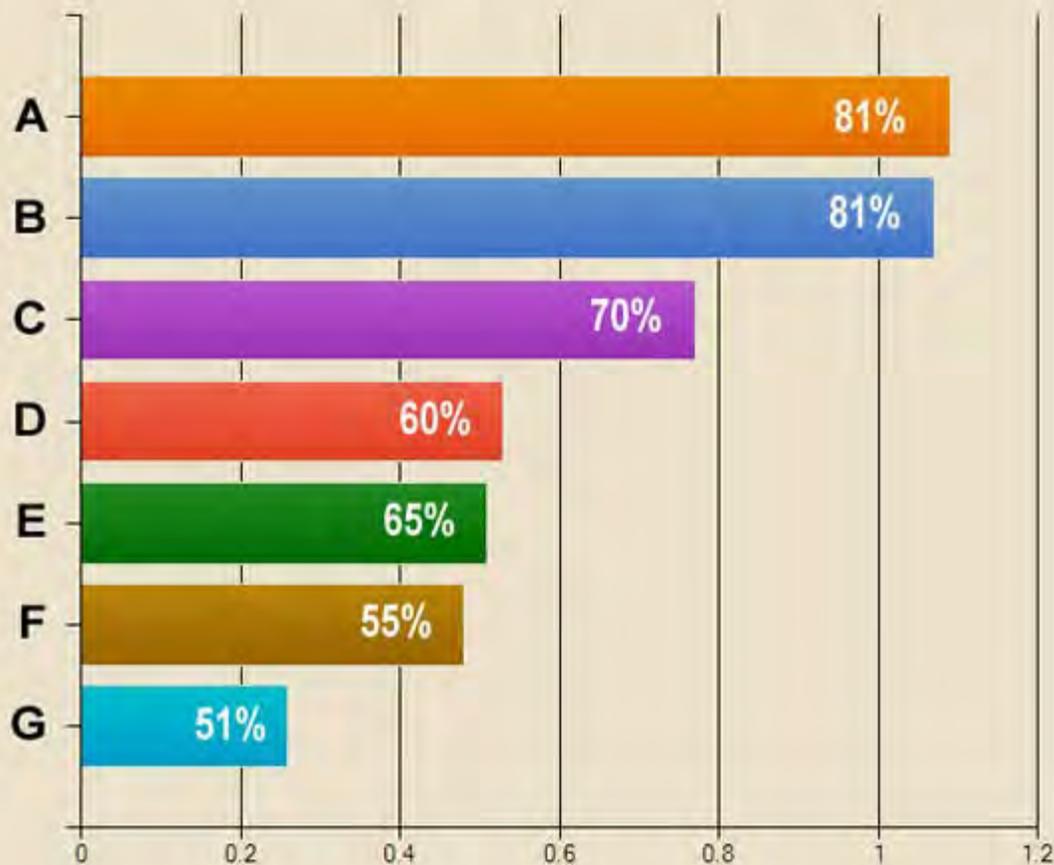
How the Drug Industry Can Earn Back the Public's Trust

Survey Results - Continued

Respondents were asked: **"Regardless of being deserved or not, the drug industry's poor image among the public, which includes consumers and physicians, must be due to some issue or issues. Please indicate your level of agreement or disagreement with the following statements, which are not mutually exclusive of one another."** Response choices (each response had a numerical rating as shown in parentheses): Strongly Agree (+2), Somewhat Agree (+1), Neither Agree Nor Disagree (0), Somewhat Disagree (-1), Strongly Disagree (-2).

The statements were:

- A. The industry has gotten a bad rep because of lack of transparency regarding negative clinical data.
- B. It's bad reputation is primarily due to the "high costs" of prescription drugs.
- C. The industry has not done enough to educate the public about the benefits it provides.
- D. Among physicians, the industry has lost its reputation because it has "marginalized" sales reps as mere "lunch delivery" people.
- E. The industry's bad rep is due primarily to the huge profits it enjoys.
- F. The industry has lost the trust of consumers because it promotes treatments for frivolous, non-medical conditions.
- G. The media is the main culprit because it reports mostly bad news about the industry and not the good that it does.



In the above chart, the length of the bars represent the average rating. The percentages represent the percent of respondents who answered Strongly Agree or Somewhat Agree.

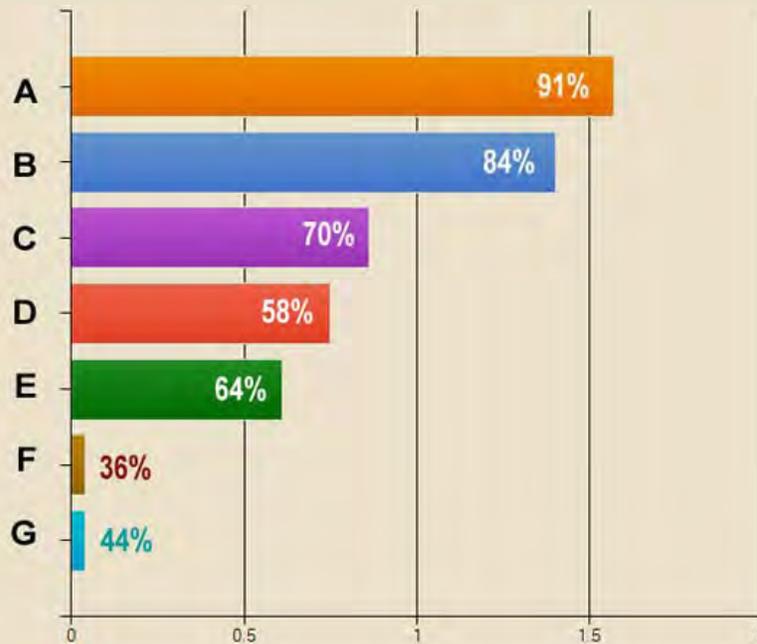
How the Drug Industry Can Earn Back the Public's Trust

Survey Results - Continued

Respondents were asked: **"Regarding solutions for improving the industry's reputation, please indicate you level of agreement or disagreement with the following suggestions (again, not all are mutually exclusive)."** Response choices (each response had a numerical rating as shown in parantheses): Strongly Agree (+2), Somewhat Agree (+1), Neither Agree Nor Disagree (0), Somewhat Disagree (-1), Strongly Disagree (-2).

The statements were:

- A. It should be much more transparent in reporting clinical trial results.
- B. It should do more to promote comparative studies to prove the efficacy of prescription drugs.
- C. It should greatly expand its patient assistance programs to cover more people (eg, the unemployed).
- D. It should support Medicare's right to negotiate prices under Part D.
- E. It should ramp up its PR effort (eg, pay much more attention to the media by "engaging" and "educating" them).
- F. The drug industry should freeze or lower prescription drug prices for everyone
- G. It should not lower prices across the board, but it should help by re-imbursing all or part of co-payments made by people with prescription drug coverage.



In the above chart, the length of the bars represent the average rating. The percentages represent the percent of respondents who answered Strongly Agree or Somewhat Agree.

NOTE: 46% of respondents said they were VERY supportive of the pharma industry and another 34% said they were SOMEWHAT supportive of the industry. 27% said they were a pharmaceutical, biotech, or drug device company employee (commercial or research). 50% said they were employed at an ad agency/marketing/communications or other company having pharmaceutical companies as clients and 7% said they were a Physician, nurse, or other healthcare professional/medical student and 11% were members of the general public "unaligned with pharma industry."

Self-Regulation as a Collective Blocking Strategy

PhRMA's DTC Guiding Principles Taken to Task

PhRMA first issued its Guiding Principles for Direct to Consumer (DTC) Advertisements in August 2005, and revised them in March 2009. The principles are only "guidelines" -- not rules -- and signatory companies agree to "voluntarily" follow them.

Has the drug industry systematically violated PhRMA's DTC Principles? Is pharma self-regulation a deception meant to deflect criticism and block new FDA regulations? The answer is "yes," according to a study recently published in the *Journal of Health Politics, Policy and Law*. The study authors provide convincing evidence, which is summarized in this article.



Topics include:

- PhRMA's Lax Accountability Regime
- The Appropriate Audience ...Not!
- Deflecting Regulations
- Collective Blocking Strategy
- Enactment of New Laws Were Blocked
- Policy Recommendations

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PMN1202-02

Issue: Vol. 12, No. 2: 20 February 2013

The Truth About the Drug Companies

What To Do About It

You can't go to a pharma industry conference these days without hearing at least one expert speaker recommending that pharma executives read the book "The Truth About the Drug Companies: How They Deceive Us and What to do About It," written by Marcia Angell, MD, former editor in chief of *The New England Journal of Medicine*. It's not often that you see pro-industry pundits recommend a book that "tears pharma a new one," as some would say.

Richard Vanderveer, Chairman & CEO, V2 GfK and an advisory board member of this newsletter said "This book has a lot of buzz going for it. Industry executives should read it defensively and be ready to answer questions at cocktail parties. I am a firm believer in counteracting bad press."

This review includes several point-counter point views regarding Angell's arguments by pharmaceutical and healthcare experts, including members of the [PHARMA-MKTING online discussion group](#).

The article includes the following sections:

- Kudos from Pundits
- What Are Her Points?
- Research vs. Marketing
- Education vs. Marketing
- Tough Years Ahead?

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PMN310-01

Issue: Vol. 3, No. 10: November/December 2004

Word Count: 1758

Will Ethics Revive (Exhume?) the Drug Industry's Reputation?

Excellence in Ethics Accreditation Proposed for Pharma

We all know why the drug industry has a bad reputation. For one thing, it has been found guilty of unethical and even unlawful practices that include hiding clinical trial data and illegally marketing drugs. How to improve the industry's reputation is a perennial question.

So it was with great interest that I read about a new effort to improve the drug industry's reputation: the establishment by a bioethicist of an accreditation rating system.

Jennifer Miller, a fellow at the Edmund J Safra Center for Ethics at Harvard University and president of Bioethics International, a non-profit that advises educational programs on ethical issues on medicine and healthcare, is trying to develop the industry equivalent of a "Good Housekeeping Seal of Approval." This article summarizes her ideas and presents opinions of several naysayers.



Topics include:

- A Pharma Industry Seal of Approval
- Achilles' Heel: Credibility of the Seal
- Excellence in Ethics Accreditation
- Volunteers Needed

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PMN1202-03

Issue: Vol. 12, No. 2: 20 February 2013