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Up Front

Obama vs. McCain

Well, the summer is over and so are the Democratic and Republican Conventions. Now we brace for the 2008 election storm season!

Generally, I don't ask pharma people about their politics, but this year I am making an exception – at least online and now through *Pharma Marketing News*.

Who do you intend to vote for: Obama or McCain? That's the main question I ask in a new online survey. But I also ask: *Who's Better for Pharma: Obama or McCain? Why?*

The issues that one must consider when answering the latter question include:

- Regulation of the drug industry (making FDA stronger, appointing a new commissioner, etc.)
- Healthcare reform (reducing the number of uninsured Americans, single-payer system vs. choice of insurers, reducing costs, etc.)
- Incentives for the drug industry (tax breaks for onshore R&D vs. Offshore R&D, patent law changes, stem cell research, etc.)
- Drug re-importation

Are these issues paramount to you when deciding who to vote for? Or are you making your decision based on other issues? I'd like to know.

Whatever your choice, I believe it is important to open up a discussion on these issues in relation to the presidential election. You can participate in this discussion – which I plan to summarize in the October, 2008 issue of the newsletter – by taking the survey or submitting comments to the “**2008 Presidential Election**” online discussion forum that I set up on Pharma Marketing Forums.

I just posted this question to the forum:

What's the main differences between how Obama wants to reform healthcare in the US with McCain's approach to this problem (ie, uninsured Americans, high costs, etc.)?

[Respond to this thread here.](#)

PhRMA's Platform for a Healthy America

I am interested in your opinions on healthcare reform because PhRMA (Pharmaceutical Research and Manufacturers of America), the US drug industry trade association, recently outlined its “Platform for a Healthy America” (see “[PhRMA](#)

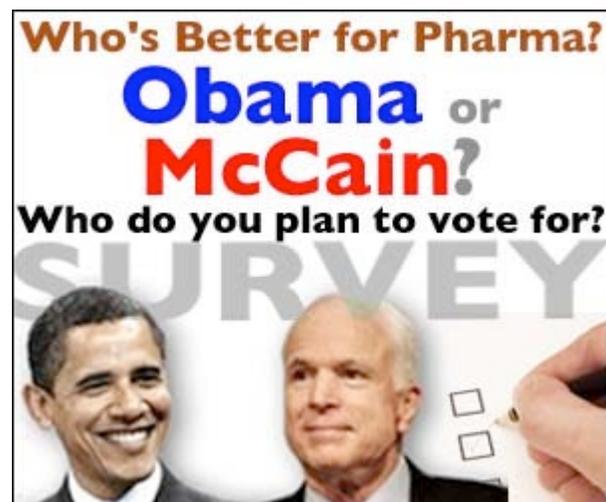
[Outlines Healthcare Reform Platform](#)”). I offer PhRMA's Platform ([download it here](#)) as a starting point for the discussion.

According to PhRMA, “Platform for a Healthy America’ builds on the existing employer-based system and expands coverage through a public-private approach – with a focus on private health insurance expansions and leveraging such public health insurance programs as Medicaid and SCHIP to extend access to high-quality, affordable health insurance coverage to all Americans.”

Is this plan closer to McCain's views of reform than it is to Obama's? Your tell me!

Please join the discussion and take the survey. As always, you can remain anonymous or you can identify yourself if you wish to be quoted in the newsletter.

John Mack, Editor



Pharma Marketing News

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