



National Coalition for Appropriate Prescribing
Statement of Principles

We call for greater transparency and regulation of the relationship between medicine and marketing.

The U.S. pharmaceutical industry produces innovative medicines that contribute to the health of Americans. However, the industry also spends more than \$28 billion each year marketing its products to physicians. Much of this spending takes the form of gifts – ranging from objects of little cash value, such as pens and prescription pads, to meals, textbooks, drug samples, sponsorships of continuing medical education (CME), travel and lucrative honoraria.

More than 90% of US physicians accept food, drug samples or payments from pharmaceutical companies.

It is clear that industry marketing encourages doctors to prescribe newer, high cost therapies. Often, these drugs are no better than older, less expensive drugs. And newer medications come with unknown risks.

Transparency on gifts and payments from industry to health care providers will benefit patients, payers, policy makers and taxpayers. Therefore, we support:

- The Physician Payments Sunshine Act
This Senate bill and its House counterpart would require drug and medical device makers to disclose gifts and payments to doctors, which would be listed online in a publicly accessible database. We support this legislation in its current, strong form.
Disclosure of industry gifts to groups
As with gifts to individuals, gifts from industry to medical professional organizations and patient advocacy groups create conflicts of interest. We call for disclosure of such gifts, as pharmaceutical company Eli Lilly has done voluntarily

We will also consider other measures to encourage appropriate medical care and reduce conflicts of interest caused by pharmaceutical and device company marketing. We invite you and your organization to join our coalition. This form can be returned to:

Gabrielle Cosel
Attn: The Prescription Project
30 Winter St., Suite 1010
Boston, MA 02108
gcosel@communitycatalyst.org

Organization: _____

Individual _____ Title: _____

Phone: _____ E-mail: _____ Date: _____

Signature: _____

- Please add us to the National Coalition on Appropriate Prescribing.
We publicly support the Physician Payments Sunshine Act, but cannot formally join the coalition.
We support the goals and wish to receive materials, but do not list us on public documents.