Programme
International Conference
'Selling Sickness'

7 and 8 October 2010
Mövenpick Hotel Amsterdam

SELLING SICKNESS
Influence on influence

Gezonde scepsis

We offer a challenging programme with a variety of sessions, aimed at exploring the theme of 'Selling Sickness' on the first day, and working towards solutions on the second day. The conference is designed for everyone with an interest in pharmaceutical information and promotion including: health professionals, policy makers, staff of government health and regulatory departments, inspectors, staff of pharmaceutical, advertising and public relations companies, staff of NGOs and journalists. The host is Healthy Skepticism (Netherlands) assisted by the Dutch Institute for Rational Use of Medicine and Healthy Skepticism (International). The sponsors are the Dutch Ministry of Health and the Dutch Health Care Inspectorate. Collaboration with the World Health Organization (WHO) is in process.

Programme day 1 - Thursday 7 October

09:00	Welcome and opening
	What is selling sickness and is it for real?
09:10	Where science meets marketing - Ray Moynihan
09:35	Industry's role in informing the public - Michel Dutrée
10:00	DSM-V Opening Pandora's Box - Allen Frances
10:25	Panel discussion and Q&A session
10:45	*Tea and coffee break*
	What new methods are being used?
11:15	The Dutch situation, Supervision and law enforcement - Josée Hansen
11:40	On clinical trials as disease mongering instruments - Trudy Dehue
12:05	Update on social media - John Mack
12:30	Panel discussion and Q&A session
12:50	*Lunch and poster presentations*
	Learning from documented examples
14:15	Promotion to the public: European disease awareness campaigns - Teresa Alves
14:40	Promotion of prescription medicines to physicians and the public - Dee Mangin
15:05	Panel discussion and Q&A session
15:30	*Tea and coffee break*
	Who pays the bill?
16:00	Ethical aspects - *to be confirmed*
16:25	The influence on patients - Ilaria Passarani
16:50	The influence on rationale use of medicine - Kees de Joncheere
17:15	Panel discussion and Q&A session
17:35	Closing remarks & networking reception
19:00	Conference dinner (registration needed)

Programme day 2 - Friday 8 October

08:45	Opening
	Redesigning the system?
09:00	Financial and insurance aspects - *to be confirmed*
09:25	Independent information for patients - Hilda Bastian
09:50	Redesigning the incentives the pharmaceutical industry - Dean Baker
10:15	Panel discussion and Q&A session
10:35	*Tea and coffee break*
	The need for new regulations and guidelines
11:00	Regulations on diseases promotion - Benk Korthals
11:25	Regulation of pharmaceutical promotion - Graham Dukes
11:50	Guidelines and HTA - *to be confirmed*
12:15	Panel discussion and Q&A session
12:35	*Lunch and poster presentations*
13:35	Prize 'best poster'
	New responsibilities for main stakeholders?
13:45	The industry: partner in solutions?
14:10	Should the Medicines Evaluation Board be involved? - *to be confirmed*
14:35	International Cooperation - Peter Mansfield
14:50	*Tea and coffee break*
15:10	Final panel discussion: towards a joint statement
16:00	Closing remarks & reception

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Programme day 1 - Thursday 7 October

What is selling sickness and is it for real?
The marketing of sickness is a hot topic all over the world. Is it really happening? This introductory session aims to explore the 'selling of sickness' from three different perspectives. What is the industry's role in informing the public? How are new medicines and disease classification related to promotion?

Where science meets marketing
Female sexual dysfunction will be used as a case study to explore problems with disease promotion as well as policy options.
Ray Moynihan - journalist, co-author of the book 'Selling Sickness' and his new book 'Sex, Lies & Pharmaceuticals', frequent contributor to the British Medical Journal and conjoint lecturer at the Faculty of Health, University of Newcastle, Australia.

Industry's role in informing the public
The innovative pharmaceutical industry will outline its perspective on informing patients and consumers about health, sickness and treatment.
Michel Dutrée - general manager Nefarma (Dutch pharmaceutical industry association), representative for Nefarma at the EFPIA (European Federation of Pharmaceutical Industries and Associations) and council member of IFPMA (International Federation of Pharmaceutical Manufacturers Associations), The Netherlands.

DSM-V Opening Pandora's Box
The Use, Misuse, and Abuse of Psychiatric Diagnosis. How and why is the reach of the psychiatric classification expanding so much it is making normality an endangered species.
Allen Frances - MD professor emeritus and former Chair, Dept Psychiatry and Behavioural Sciences Duke University, USA Chair, DSM-IV Task Force.

What new methods are being used?
Technological innovation has produced many new ways for people to send and receive information. However, this information may be used for a purpose, for instance to promote or brand diseases or pharmaceuticals. What are the new trends? What role is there for ethical standards or regulation? In this session the speakers will discuss the place that the testing of pharmaceuticals and social media has in promotion and the options for regulation and law enforcement.

The Dutch situation: Supervision and law enforcement
This session will focus on regulation of advertising to the general public, and on collaboration by the Dutch Health Inspectorate with the self-regulatory institution KOAG/KAG and with Healthy Skepticism Netherlands. Options for law enforcement will be discussed, as well as some illustrative cases.
Josée Hansen - doctor of pharmacy, Chief Inspector, Health Care Inspectorate, the Netherlands.

On clinical trials as disease mongering instruments
Merging trials and publicity. Drug testing is being intertwined with disease marketing. The various phases of randomized controlled trials are increasingly linked to particular phases in marketing.
Trudy Dehue - full professor of theory and history of science, author of the volume 'De depressie epidemie' (The depression epidemic), University of Groningen, The Netherlands.

Update on social media
This topic will outline the role of Social Media for promotion to the public. What can be learned about regulations, best practices, & ethical standards from experiences in the United States
John Mack - president of VirSci Corporation, specializes in pharmaceutical marketing compliance, permission-based e-mail marketing, and privacy consulting. Publisher of Pharma Marketing News and Pharma Marketing Blog, USA.

Learning from documented examples
The promotion of sickness and pharmaceuticals is not a new phenomenon; it happens in a variety of ways. What can be learned from examples of 'selling sickness'? The speakers will explore examples from countries with different approaches to 'direct-to-consumer-advertising' and 'direct-to-consumer-information', and will discuss how promotion may influence medicine use and health care.

Promotion of prescription medicines: to physicians and the public
The use of antidepressants in pregnancy will be used as a case study to illustrate the problems with disease marketing and how promotion to the public interacts with promotion to physicians to sell sickness and influence medicine use in countries that allow public advertising of prescription medicines.
Dee Mangin - general practitioner, director of the Primary Care Research Unit and associate professor in the Department of Public Health and General Practice at the University of Otago, New Zealand.

Promotion to the public: European disease awareness campaigns
Companies use disease awareness campaigns as a tool to promote prescription medicines to the European public. This session will identify recent trends and present several examples of current breaches of advertising regulations.
Teresa Alves - coordinator Health Action International (HAI) Europe.

Who pays the bill?
The influence of promotion on drug use will be discussed. This could become a costly affair, but how exactly does 'selling sickness' cost society? This session will explore the ethical aspects to the 'selling of sickness', and the speakers will discuss the impact that disease awareness campaigns may have on the consumption of pharmaceuticals and on public health.

Ethical aspects on selling sickness - *to be confirmed*
Can ethical aspects of the phenomenon Selling Sickness be defined or explored? In what way are patients, doctors, companies and policy makers involved in this?

The influence on patients
Exploring the existing evidence on the impact of disease awareness campaigns on the consumption of medicines, on public health and on consumers. And address the consumer right to know who is providing the information and for which purposes.
Ilaria Passarani - head of Health Department at The European Consumers' Organisation (BEUC).

The influence on rationale use of medicine
What is the impact of disease awareness on the use of medicine? What are the risks of overconsumption? How can national bodies for Rational Use of Medicine play a countervailing role.
Kees de Joncheere - regional adviser pharmaceuticals, WHO Regional Office for Europe.

Programme day 2 - Friday 8 October

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Redesigning the system?
Can systems be redesigned in order to better reward trustworthy communication and avoid unwanted side-effects of disease mongering?

Financial and insurance aspects - *to be confirmed*
What can insurance companies do to facilitate necessary attention for diseases or reduce unnecessary promotion of diseases?

Independent information for patients
Describing the situation in Germany where there is a national structure with a legislative mandate for informing patients.
Hilda Bastian - head of the Department of Health Information at the German Institute for Quality and Efficiency in Health Care (IQWiG), Germany.

Redesigning the incentives for the pharmaceutical industry
Better ways to pay for drugs, research, medical education and health promotion to support trustworthy communication.
Dean Baker - macroeconomist, co-founder of the Center for Economic and Policy Research, blogger (Beat the Press) and author of 'False Profits: Recovering from the Bubble Economy', USA.

The need for new regulations and guidelines
A common reaction from governments is to use rules and regulations to address problems, but this may not always be the most effective course of action. In this session the speakers will explore whether regulation could be a suitable solution in this debate, and whether a self-regulating pharmaceutical industry can be a part of this solution.

Self regulation of disease promotion
Finland, the United Kingdom and the Netherlands have special regulations (self regulation) on diseases promotion. This session will describe the experience with the new self regulatory code in the Netherlands.
Benk Korthals - independent Chairman of Pharmaceutical Advertising Code Foundation (CGR), The Netherlands. Former Minister of Justice and then Minister of Defence. He was member of the House of Representatives for 16 years.

Regulation of pharmaceutical promotion
What basic elements are needed in regulatory rules and practice to be truly capable of preventing the selling of sickness. And what instruments are needed for enforcement?
Graham Dukes - medical doctor and lawyer, professor of pharmaceutical policy at the University of Oslo, Norway. Former vice-chairman of the Netherlands Board for the Evaluation of Medicines.

Guidelines and HTA (health technology assessment) - *to be confirmed*
Can we learn from the English and Welsh approach to selling sickness using widely accepted guidelines and HTA?
Health Technology Evaluation Centre Director, NICE.

New responsibilities for main stakeholders?
During the conference many different aspects and examples of selling sickness will have been discussed, including effects on society to the ultimate goal of good information for patients. This session will provide perspectives from different sectors exploring how all stakeholders may work together towards a better situation for patients.

The industry: partner in solutions? - *to be confirmed*
Does the industry recognize this phenomenon and its risks? Does the industry have a responsibility in addressing this issue and if so, in what ways does the industry want to contribute?
Pharmaceutical Industry.

Should the Medicines Evaluation Boards be involved? - *to be confirmed*
One part of selling sickness is drug approval by a Medicines Evaluation Board. Should there be more discussion on this issue when medicines are evaluated?
Dutch Medicines Evaluation Board (CBG) or EMA.

International Cooperation
How can all stakeholders work together for the benefit of patients?
Peter Mansfield - general practitioner, founder and director of Healthy Skepticism Inc and visiting research fellow at the University of Adelaide, Australia.

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Conference Endorsements

Asia
Prof Mohamed Izham Mohamed Ibrahim, Social & Administrative Pharmacy, Universiti Sains Malaysia. Penang, Malaysia
Prof Tariq Bhutta, Paediatric, Lahore, Editorial Board Pakistan Paediatric Journal Pakistan.
Prof Niyada Kiatying-Angsulee, Social Pharmacy Research Unit, Chulalongkorn University, Thailand.

Europe
Prof. Richard Grol, Director Scientific Institute for Quality of Healthcare (IQ healthcare), University of Nijmegen, Netherlands.
Dr Iona Heath, President of Royal College of General Practitioners, UK.
Dr Andrew Herxheimer, Emeritus Fellow, UK Cochrane Centre, UK.
Dr Richard Horton, Editor-in-Chief, The Lancet , UK.
Dr Richard Smith, Former editor, British Medical Journal; Director, Ovations Initiative, UK.
Prof. Silvio Garattini, Founder and Director, Mario Negri Institute for Pharmacological Research, Italy.

North America
Prof Joel Lexchin MD, Professor, School of Health Policy and Management, York University, Toronto, Canada.
Prof David Henry, President and CEO, Institute for Clinical Evaluative Sciences, Canada.
Dr Marcia Angell. Senior Lecturer in Social Medicine, Department of Global Health and Social Medicine, Harvard Medical; Former editor, New England Journal of Medicine.
Dr Arnold S. Relman, Professor emeritus, Medicine and Social Medicine, Harvard Medical School, USA.
Jerome Kassirer M.D, Former editor, New England Journal of Medicine; Distinguished Professor of Medicine, Tufts University School of Medicine, USA.

Pacific
Prof Chris Del Mar, Professor of Primary Care Research, Health Sciences and Medicine, Bond University, Australia.
Prof Peter Davis, Sociology of Health and Well-Being, University of Auckland, Director, COMPASS New Zealand.

South America
Dr Gustavo Gusso, President of the Brazilian Society of Family and Community Medicine, Brazil.

Registration
Register before July 15 to take advantage of discounted earlybird rates:
- staff of non-profit organisations € 225,-
- staff of profit organisations € 395,-
- students € 175,-

After July 15 the rates will be:
- staff of non-profit organisations € 295,-
- staff of profit organisations € 495,-
- students € 175,-

Call for posters
The conference includes poster sessions that will create an opportunity to share and debate a wide range of views consistent with the theme of this conference. Posters are welcome from academics and non-academics and do not have to present original research. People interested in presenting a poster are invited to submit an abstract for consideration. Look at Call for posters for Abstract submission form and more information on our website www.gezondescepsis.nl.

For more information, please visit our website www.gezondescepsis.nl;
or mail Sandra van Nuland, project manager Gezonde scepsis: conference@medicijngebruik.nl.

Health Care Inspectorate
Ministry of Health, Welfare and Sport

The conference is sponsored by the Dutch Ministry of Health and Health Care Inspectorate

Healthy Skepticism International

Gezonde scepsis

Healthy Skepticism NL is an initiative of the Dutch Institute for Rational Use of Medicine