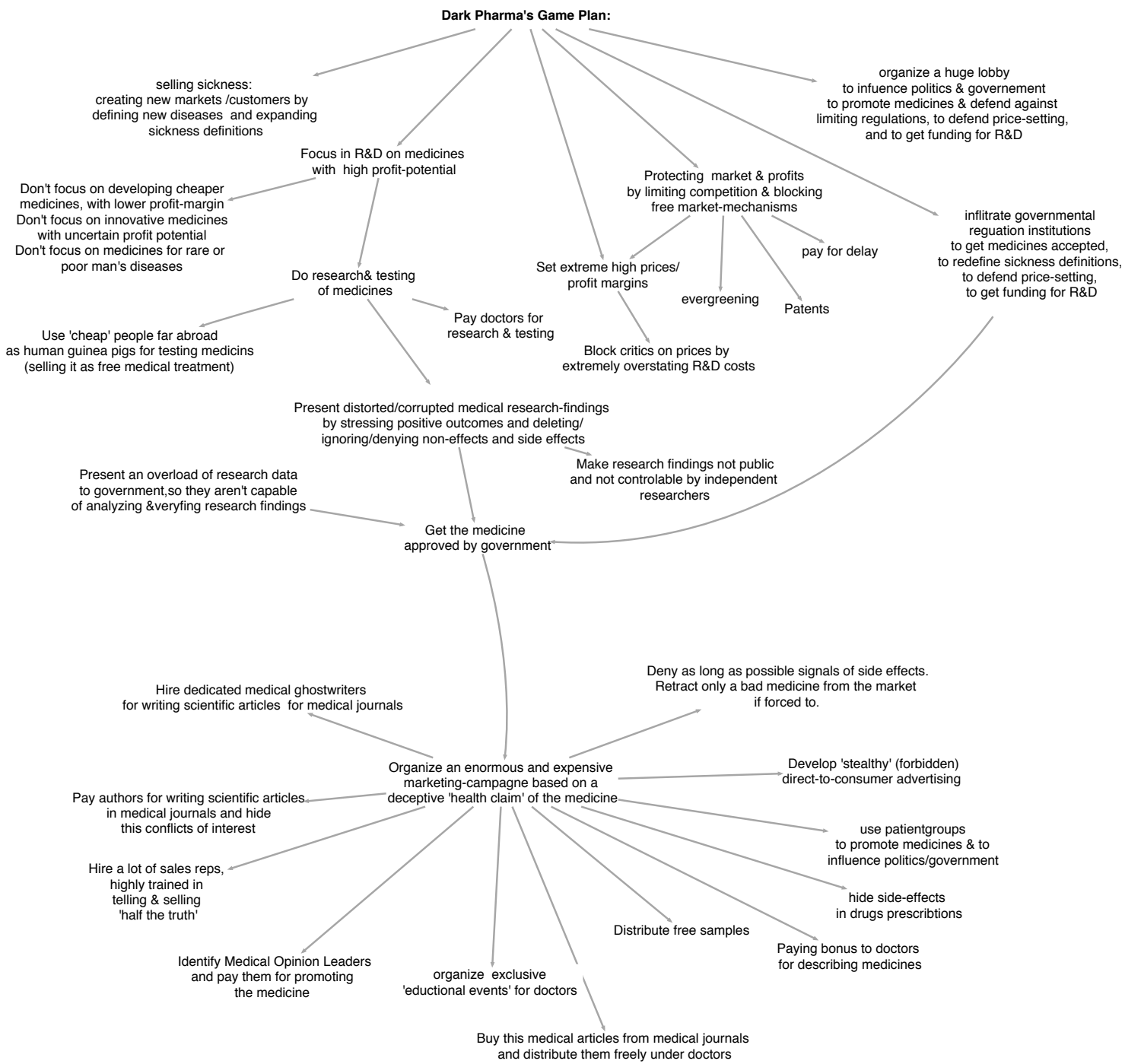
Dark Pharma's Game Plan:
selling sickness:
creating new markets /customers by
defining new diseases and expanding
sickness definitions
Focus in R&D on medicines
with high profit-potential
Don't focus on developing cheaper
medicines, with lower profit-margin
Don't focus on innovative medicines
with uncertain profit potential
Don't focus on medicines for rare or
poor man's diseases
Do research& testing
of medicines
Use 'cheap' people far abroad
as human guinea pigs for testing medicins
(selling it as free medical treatment)
Pay doctors for
research & testing
Set extreme high prices/
profit margins
Block critics on prices by
extremely overstating R&D costs
Protecting market & profits
by limiting competition & blocking
free market-mechanisms
evergreening
Patents
pay for delay
organize a huge lobby
to infuence politics & governement
to promote medicines & defend against
limiting regulations, to defend price-setting,
and to get funding for R&D
inflitrate governmental
reguation institutions
to get medicines accepted,
to redefine sickness definitions,
to defend price-setting,
to get funding for R&D
Present distorted/corrupted medical research-findings
by stressing positive outcomes and deleting/
ignoring/denying non-effects and side effects
Make research findings not public
and not controlable by independent
researchers
Present an overload of research data
to government,so they aren't capable
of analyzing &veryfing research findings
Get the medicine
approved by government
Hire dedicated medical ghostwriters
for writing scientific articles for medical journals
Deny as long as possible signals of side effects.
Retract only a bad medicine from the market
if forced to.
Organize an enormous and expensive
marketing-campagne based on a
deceptive 'health claim' of the medicine
Develop 'stealthy' (forbidden)
direct-to-consumer advertising
Pay authors for writing scientific articles
in medical journals and hide
this conflicts of interest
use patientgroups
to promote medicines & to
influence politics/government
Hire a lot of sales reps,
highly trained in
telling & selling
'half the truth'
hide side-effects
in drugs prescribtions
Distribute free samples
Paying bonus to doctors
for describing medicines
Identify Medical Opinion Leaders
and pay them for promoting
the medicine
organize exclusive
'eductional events' for doctors
Buy this medical articles from medical journals
and distribute them freely under doctors