

CANADIAN PHARMACISTS' PERCEPTION OF THE EFFECTS OF DRUG PROMOTION

Dr. Richard Bachand
Clinical Programs
Department of Pharmacy

Drug promotion amongst healthcare professionals is a major method of advertising by the pharmaceutical industry

Healthcare professionals consistently do not rank pharmaceutical sales representatives as reliable sources of information, yet they are regularly used more frequently than other sources

In studies conducted with medical staff...
most believed that drug promotion had more
effect on the prescribing practice of their
colleagues than on their own practice

There is a gap in the literature pertaining to Canadian Pharmacists and how their opinions and decision-making are influenced by drug promotion

STUDY OBJECTIVE

To qualitatively assess the beliefs and perceptions of pharmacist employed by three large urban/rural Health Authorities in BC regarding the influence of drug promotion on theirs and their colleagues' practice

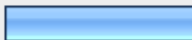


VIHA HREB approval granted on January 6th, 2011

STUDY DESIGN




- Web-based Survey (Survey Monkey)
- All VIHA Pharmacists invited (e-mail) with an advertisement to access the survey on-line (power over minimized)
- Consent implied by participating
- Participants fully anonymous with complete confidentiality (IP address turned)

DEMOGRAPHICS



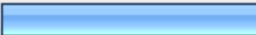
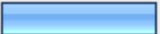
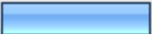
31. What is your highest level of education?

		Response Percent	Response Count
Bachelor's		23.0%	51
Hospital Pharmacy Residency (now called pharmacy practice residency)		45.5%	101
PharmD, Masters, PhD		31.5%	70
		<i>answered question</i>	222
		<i>skipped question</i>	0


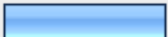


28. How many years have you been a practicing pharmacist?

		Response Percent	Response Count
0-5 years		22.1%	49
6-10 years		13.1%	29
11 years or more		64.9%	144
		<i>answered question</i>	222
		<i>skipped question</i>	0





29. Which of the following best describes your practice?

		Response Percent	Response Count
Administrator/supervisor		20.7%	46
Pharmacist with primarily drug distribution responsibilities (less than 20% clinical)		5.9%	13
Pharmacist with drug distribution and clinical responsibilities		33.8%	75
Pharmacist with primarily clinical responsibilities (less than 20% drug distribution)		20.3%	45
Pharmacist with only clinical responsibilities (patient care/teaching/etc...)		19.4%	43
		<i>answered question</i>	222
		<i>skipped question</i>	0




33. How much of your time is spent doing direct patient care?

		Response Percent	Response Count
0%		10.8%	24
1-20%		19.4%	43
21-50%		22.1%	49
>50%		47.7%	106
		<i>answered question</i>	222
		<i>skipped question</i>	0






30. Which of the following best describes your practice site?

		Response Percent	Response Count
Tertiary Acute Care facility		59.7%	132
Community facility with acute and residential care		29.9%	66
Residential care facility		3.6%	8
Community care practice		6.8%	15
		<i>answered question</i>	221
		<i>skipped question</i>	1


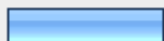

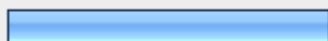
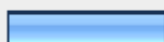
32. Last year, how many industry-organized educational events did you attend?

		Response Percent	Response Count
0-5		91.9%	204
6-10		7.7%	17
11-15		0.0%	0
greater than 15		0.5%	1
		<i>answered question</i>	222
		<i>skipped question</i>	0

1. Drug samples are an appropriate method of providing medications to patients who cannot afford them.

		Response Percent	Response Count
Disagree		36.9%	82
Somewhat Disagree		16.7%	37
I don't know		3.2%	7
Somewhat Agree		34.7%	77
Agree		8.6%	19
		<i>answered question</i>	222
		<i>skipped question</i>	0



2. Drug samples are an appropriate method to trial a medication.

			Response Percent	Response Count
Disagree			21.2%	47
Somewhat Disagree			18.9%	42
I don't know			0.5%	1
Somewhat Agree			40.1%	89
Agree			19.4%	43
			<i>answered question</i>	222
			<i>skipped question</i>	0


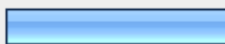

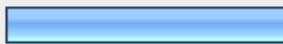

3. What % of sales revenue do pharmaceutical companies spend of their promotion dollars on drug samples?

		Response Percent	Response Count
I don't know		57.3%	126
<10%		5.5%	12
10-20%		12.7%	28
20-30%		12.3%	27
30-50%		7.3%	16
>50%		5.0%	11
		<i>answered question</i>	220
		<i>skipped question</i>	2


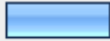



4. Have you ever accepted meals or attended CME lunch/dinner events that were sponsored by pharmaceutical companies?

		Response Percent	Response Count
Yes		98.6%	218
No		1.4%	3
		<i>answered question</i>	221
		<i>skipped question</i>	1

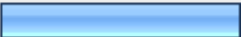


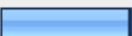

5. The information provided at those events has an influence on my practice and how I make drug recommendations.

		Response Percent	Response Count
Disagree		31.4%	69
Somewhat Disagree		26.8%	59
I don't know		4.1%	9
Somewhat Agree		34.1%	75
Agree		3.6%	8
		<i>answered question</i>	220
		<i>skipped question</i>	2


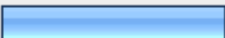


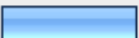
6. The information provided at those events influences other pharmacists' practice and how they make drug recommendations.

		Response Percent	Response Count
Disagree		10.4%	23
Somewhat Disagree		12.2%	27
I don't know		33.5%	74
Somewhat Agree		37.6%	83
Agree		6.3%	14
		<i>answered question</i>	221
		<i>skipped question</i>	1

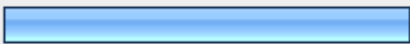
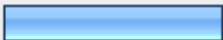



7. Information provided at pharmaceutical company-sponsored events is balanced.

		Response Percent	Response Count
Disagree		29.7%	66
Somewhat Disagree		49.1%	109
I don't know		3.2%	7
Somewhat Agree		15.8%	35
Agree		2.3%	5
		<i>answered question</i>	222
		<i>skipped question</i>	0

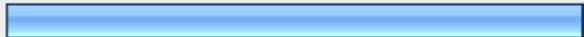
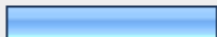
8. Attending CMEs organized and sponsored by pharmaceutical companies (e.g. drug lunches, guest speaker at a local restaurant) are a perceived or actual conflict of interest.

		Response Percent	Response Count
Disagree		19.9%	44
Somewhat Disagree		27.1%	60
I don't know		3.6%	8
Somewhat Agree		33.0%	73
Agree		16.3%	36
		<i>answered question</i>	221
		<i>skipped question</i>	1



9. Attending CME's organized by a professional organization (e.g. CSHP Spring therapeutics update) and sponsored by pharmaceutical companies through unrestricted grants are a perceived or actual conflict of interest?

		Response Percent	Response Count
Disagree		49.5%	110
Somewhat Disagree		26.6%	59
I don't know		5.4%	12
Somewhat Agree		15.3%	34
Agree		3.2%	7
		<i>answered question</i>	222
		<i>skipped question</i>	0




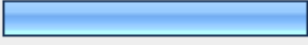

10. Have you ever received gifts from pharmaceutical companies?

		Response Percent	Response Count
Yes		73.8%	163
No		26.2%	58
		<i>answered question</i>	221
		<i>skipped question</i>	1

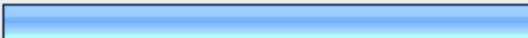
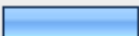



11. If yes, were the gifts:

		Response Percent	Response Count
Small (e.g. Pens, notepads, cups)		93.9%	154
Large (e.g. Trips, tickets to events, golf)		11.0%	18
		<i>answered question</i>	164
		<i>skipped question</i>	58


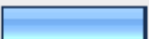
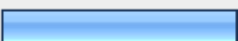
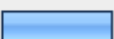

12. Does the receipt of an honorarium by the speaker from a company affect your perception of the message provided by the speaker?

		Response Percent	Response Count
Disagree		15.8%	35
Somewhat Disagree		20.8%	46
I don't know		5.9%	13
Somewhat Agree		37.6%	83
Agree		19.9%	44
		<i>answered question</i>	221
		<i>skipped question</i>	1





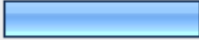
13. I believe that accepting small gifts from pharmaceutical companies influences my practice and how I make drug recommendations.

		Response Percent	Response Count
Disagree		64.7%	143
Somewhat Disagree		16.3%	36
I don't know		4.5%	10
Somewhat Agree		9.0%	20
Agree		5.4%	12
		<i>answered question</i>	221
		<i>skipped question</i>	1




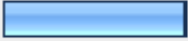

14. I believe that accepting small gifts from pharmaceutical companies influences other pharmacists' practice and how they make drug recommendations.

		Response Percent	Response Count
Disagree		36.5%	81
Somewhat Disagree		17.6%	39
I don't know		28.8%	64
Somewhat Agree		13.1%	29
Agree		4.1%	9
		<i>answered question</i>	222
		<i>skipped question</i>	0

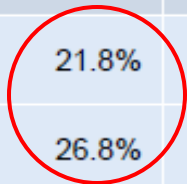
15. Accepting large gifts from pharmaceutical companies influences my practice and how I make drug recommendations.

		Response Percent	Response Count
Disagree		29.6%	64
Somewhat Disagree		10.6%	23
I don't know		25.5%	55
Somewhat Agree		11.1%	24
Agree		23.1%	50
		34.2%	answered question
			skipped question
			6

16. Accepting large gifts from pharmaceutical companies influences other pharmacists' practice and how they make drug recommendations.

		Response Percent	Response Count
Disagree		8.2%	18
Somewhat Disagree		8.6%	19
I don't know		34.5%	76
Somewhat Agree		21.8%	48
Agree		26.8%	59
		<i>answered question</i>	220
		<i>skipped question</i>	2




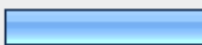
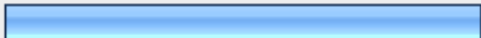
48.6%



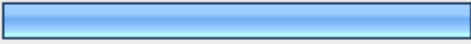


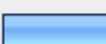

17. Accepting small gifts from pharmaceutical companies is a perceived or actual conflict of interest.

		Response Percent	Response Count
Disagree		32.3%	71
Somewhat Disagree		23.6%	52
I don't know		6.4%	14
Somewhat Agree		25.0%	55
Agree		12.7%	28
		<i>answered question</i>	220
		<i>skipped question</i>	2

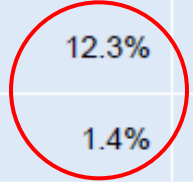
18. Accepting large gifts from pharmaceutical companies is a perceived or actual conflict of interest.

		Response Percent	Response Count
Disagree		5.9%	13
Somewhat Disagree		5.4%	12
I don't know		5.9%	13
Somewhat Agree		24.3%	54
Agree		58.6%	130
		<i>answered question</i>	222
		<i>skipped question</i>	0

19. Drug advertisements influence my practice and how I make drug recommendations.

		Response Percent	Response Count
Disagree		57.3%	126
Somewhat Disagree		25.0%	55
I don't know		4.1%	9
Somewhat Agree		12.3%	27
Agree		1.4%	3
		answered question	220
		skipped question	2

13.7%



20. Drug advertisements influence other pharmacists' practice and how they make drug recommendations.


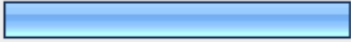

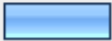
			Response Percent	Response Count
Disagree			21.2%	47
Somewhat Disagree			18.0%	40
I don't know			41.9%	93
Somewhat Agree			14.0%	31
Agree		19%	5.0%	11
			<i>answered question</i>	222
			<i>skipped question</i>	0

21. Pharmaceutical company funding of academic institutions (e.g. UBC Pharmacy School student lounge renovation or research lab) is a perceived or actual conflict of interest.

		Response Percent	Response Count
Disagree		31.4%	69
Somewhat Disagree		22.3%	49
I don't know		10.9%	24
Somewhat Agree		24.1%	53
Agree		11.4%	25
		<i>answered question</i>	220
		<i>skipped question</i>	2

22. How much would you pay to attend a nonpharmaceutical industry sponsored event with a credible speaker plus/minus a modest meal?

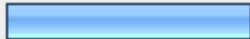




Approximately \$25 \$25-50 \$50-100 I would not attend

		Response Percent	Response Count
Approximately \$25		35.9%	79
Approximately \$25-50		41.8%	92
Approximately \$50-100		10.0%	22
I would not attend		12.3%	27
		<i>answered question</i>	220
		<i>skipped question</i>	2

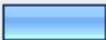
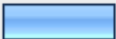


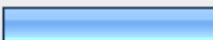
23. What percentage of sales revenue do you believe pharmaceutical companies spend on drug promotion?

		Response Percent	Response Count
I don't know		31.7%	70
<10%		0.9%	2
10-20%		5.9%	13
20-30%		20.8%	46
30-50%		22.2%	49
>50%		18.6%	41
		<i>answered question</i>	221
		<i>skipped question</i>	1



24. My relationship to the industry promotes my professionalism and helps me care for my patients.

		Response Percent	Response Count
Disagree		29.5%	65
Somewhat Disagree		14.1%	31
I don't know		19.5%	43
Somewhat Agree		29.5%	65
Agree		7.3%	16
		<i>answered question</i>	220
		<i>skipped question</i>	2

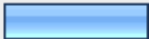
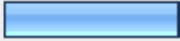


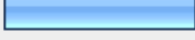
25. A perceived or actual conflict of interest exists when hospitals secure favourable drug pricing from a pharmaceutical company (e.g. financial rebates, nearly-free drugs) in order for the company to increase its market share among outpatients.

		Response Percent	Response Count
Disagree		12.2%	27
Somewhat Disagree		13.1%	29
I don't know		12.6%	28
Somewhat Agree		36.5%	81
Agree		25.7%	57
		<i>answered question</i>	222
		<i>skipped question</i>	0

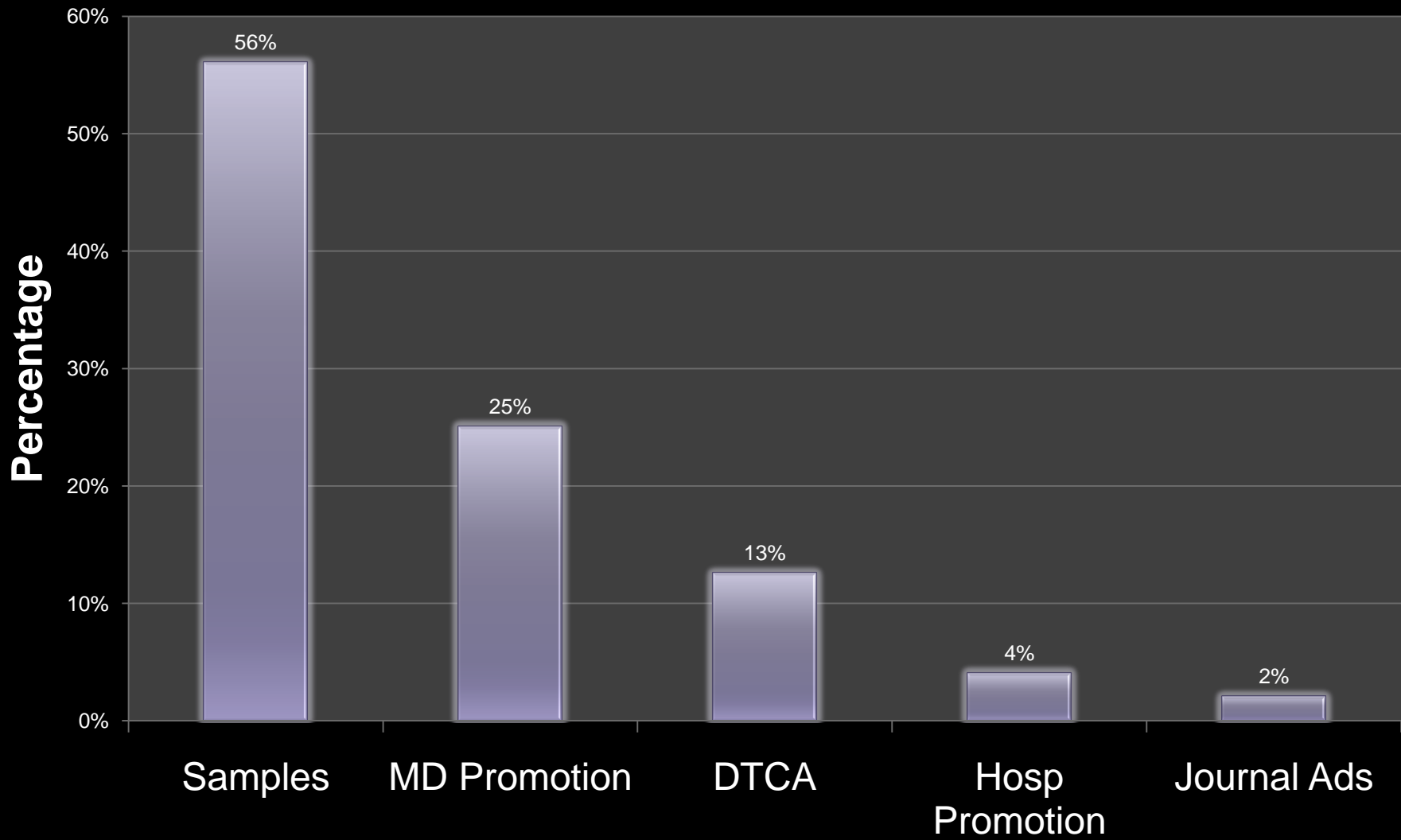
26. Do you meet with sales representatives (i.e. drug reps) from pharmaceutical companies?

		Response Percent	Response Count
Yes		38.7%	86
No		61.3%	136
		<i>answered question</i>	222
		<i>skipped question</i>	0

27. A pharmacist that receives a financial award, where the money was provided by a pharmaceutical company, is in a perceived or actual conflict of interest.

		Response Percent	Response Count
Disagree		17.6%	39
Somewhat Disagree		21.2%	47
I don't know		10.4%	23
Somewhat Agree		27.9%	62
Agree		23.0%	51
		<i>answered question</i>	222
		<i>skipped question</i>	0

US Expenditure by BigPharma on Drug Promotion (Approx 40 Billion in 2005)



Expenditures and Profits of a pool of 10 US BigPharma (1996-2005)

