



HealthPolCom Case Study

Expert Spokesperson About Pharmaceutical Industry Issues

Situation: The pharmaceutical industry trade association and its members needed a knowledgeable, media-trained expert to respond to criticisms about the industry's business practices, and to explain the value of the industry and its products both on news shows and to stakeholder audiences at public and private meetings.

Actions: Presented information about the pharmaceutical industry issues on radio and TV shows including:

- Fox Television News Interview about importing medicines from Canada;
- National Public Radio "Talk of the Nation," live show about "Prescription Drugs, Prices and TV Ads";
- Video News Release about "New Medicines in Development for Heart Disease and Stroke";
- Local radio interviews about new medicines to treat heart disease;
- One hour public television public affairs panel about "Prescription Drugs After the Election"; and
- Local television interviews about "Understanding the Cost of Drugs."

Developed and made [presentations to - and led discussions with - more than 40 stakeholder groups](#), including clinicians, patients, payers, and legislators at public and private meetings on pharmaceutical industry issues that included: Prices, Profits, Patents, Incentives for R&D, Patient Assistance Programs, and Direct-to-Consumer Advertising

The industry critics successfully debated at these events included:

- Arnold Relman - former editor of the New England Journal of Medicine
- Ron Pollack - Executive Director of Families USA
- Frank Clemente - Director of Public Citizens' Congress Watch
- Robert Kuttner, - Co-Founder and Editor in Chief of the American Prospect magazine

Outcome: Key stakeholder advocates and opinion leaders were successfully engaged in discussions that changed their understanding of the pharmaceutical industry and its issues.

Criticisms of the industry were effectively refuted using quantitative and qualitative information. In doing so, diverse stakeholder groups were educated about the clinical and cost-effectiveness of innovative pharmaceuticals, the industry's value, and how simplistic solutions would lead to undesired consequences - such as fewer new, innovative treatments and reduced access to important medicines.

Feedback from the stakeholder groups was very positive – see Reviews at www.HealthPolCom.com/about/reviews/