

## DBSA Medications & Perceptions Survey: Winter 2010

### Question 27: Comments about Pharmaceutical Companies - What They Should Do Less Of

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#### 27) What do you want the pharmaceutical companies to do less of?

"Buying" the vote of the prescribers by fancy lunches and free gifts, cookies, and dinners.

"selling" the idea of the new medication to drs before they get appropriate information about the medication, including the studies and the research.

"Shotgun" advertising approach in media. Over-price medications to generate obscene profits. (Some people get rich while some die due to lack of medication)

/ Do not understand the politics behind this

/ Do not understand the politics behind this

1. Drug meals and events for precribers. 2. Drug reps coming to psychiatric settings solicitating.

Adverstise on television. I think it is inappropriate.

advertise

advertise

advertise

Advertise

Advertise

Advertise

advertise

Advertise directly to the public to encourage people to ask for meds by name without proper consideration by the doctor.

advertise drugs on TV

Advertise Drugs to Consumers. Spend millions of dollars on ads. False Hope -- take their drug and everything will fine.

Advertise in the media prescription medications!

Advertise less.

Advertise on T.V.

Advertise on television

Advertise on television and in reading materials. Put the money into reseach, grants and lowering medication prices

Advertise on television.

advertise on television. My doctor should help me choose a medicine based on my personal history and how the medicine works. I don't want my decision influenced by a commercial on tv.

Advertise on tv & print. The current style of tv advertising does little to inspire those who need the medication, and does not seem to decrease the stigma of having a

Advertise on TV or stock offices with biased material about mental health issues printed by the company.

Advertise on TV. I really get sick of hearing their ads. I realize they have to market their products, but I mute their ads when I am watching TV.

Advertise on TV. It is absolutely sickening to see their ads.

Advertise on TV. Quit charging more for psych meds than for other types of meds.

Advertise so aggressively to both doctors and consumers

Advertise their psyciatric drugs so much in the media -- TV, etc. and reduce the price by the money saved in advertising that no one understands.

advertise to general public - okay to Drs...

advertise to the public

Advertise to the public.

advertise!

Advertise.

Advertise.

**27) What do you want the pharmaceutical companies to do less of?**

Advertise.
advertise. They could provide free samples. I certainly don't need to hear their commercials on TV - I am not the one prescribing the medicine.
advertising.
Advertisement on TV
advertising
advertising
advertising
Advertising
advertising
advertising
advertising
advertising
Advertising
Advertising
Advertising - ends up as a bottom line expense for pharma. companies that, if avoided, could potentially result in less costly medications.
Advertising - it has to be outrageous what they spend on commercials. Let the detail people sell the doctors on the meds and give them samples to pass on to patients. I have purchased many meds only to find in 5 days I could not take.
Advertising and less paperwork for patient assist.
advertising drugs as if they are a cure all and your life will completely turn around for the better. Also honesty in which drugs are effective whether they are new or
Advertising drugs. Stay out of bed with insurance companies.
Advertising in any form.
Advertising in the media - I think it is alright to advertise in medical journals/magazines but they make it look like their product is a wonder drug for all treatments.
Advertising new meds/preferred meds/marketing on tv.
Advertising on television ie. creating the need
Advertising on the television and radio.
advertising on TV
advertising on TV
Advertising on TV. It should be up to the doctor not 'patient at consumer'. Pills are not big screen TVs or cars or commodities.
advertising so heavily on TV and in print to drop the cost of meds and put the efforts back into research.
advertising that does not focus on what mental health disorders look like
Advertising to add more and more drugs on top of the ones that are already being taken. It make them look greedy and insensitive to the trauma related to having a condition that is more likely about trauma than anything the person has done wrong.
Advertising to the general public. Spending so much money lobbying doctors to change people over to the latest medication or the one that is not generic.
Advertising to the public & High pressure sales to campaigns geared towards the doctors.
Advertising with false impressions of benefits to their medications.
Advertising!!! Psychiatrist should be making decisions on what meds, not consumers based on who has the coolest advertisements or name.
Advertising.
Advertising.
Advertising. I don't think it is appropriate
Advertising. If a new medication is beneficial and has FDA approval, all they need to do is send research data to physicians and avoid slick ads.
Advertising. Their commercials sicken me. ***** I'd like to clarify questions 19 & 20. I always use multiple sources to learn about meds. Psychiatrist, complete prescribing info document, pro journal articles, talk to people who have taken it, etc.
Advertize

**27) What do you want the pharmaceutical companies to do less of?**

Advertize all the negative side-effects. It's like this shit is gonna kill ya. But it might help. WTF? LOWER THE PRICE OF CIALIS!!!

Advertize in the mass media. Let the reps directly to those people who can dispense and prescribe meds.

Advertize on TV

aggressive marketing to consumers... doctors need to be real moderators for proper meds, not the end user

Allow generics to become available sooner.

Ambulance chasing. Instead of all the money that goes into damage control after medications have harmed patients, be proactive and spend that money on more thorough research and documentation.

animal testing

Anything that could be construed as bribing doctors to promote their products, depressing commercials about depression meds

asking the wring people about how the meds are working

attempting to monopolize the USA market with their patented form of a drug.

Be careful with fillers and formulas for generics that stray too far from the "real" drug.

Be greedy at the expense of patients well being.

Be greedy.

Be part of the lobbying our government which in turn makes it more difficult for patients to get the help they need.

Can't think of anything.

Care about the consumer

care more about the illness' and its toll on people.

Caring about their wallets.

Cater to physicians and hospital staff.

cause anxiety for every American citizen every commercial break because they can treat their symptoms and risk dying all at once

charge an unrealistic price for medicine that costs them less than 1 dollar to produce

charge and advertise

Charge exorbitant amounts of money long after they have paid for their research and made a reasonable profit.

Charge exorbitant rates. Other countries don't get charged nearly as much as we in the U.S. do. It's outrageous.

Charge high prices.

charge less.

Charge outrageous prices for rxs like depakote and other psychiatric medicines.

Charge so much money for meds that will help me

Charge so much money for the drugs...I think they could reduce the price.

charging exhorbitant prices

charging high prices

charging high prices for medications

charging high prices for their drugs

Charging hugh prices.

Charging me money.:)

charging so much for their products that they are out of reach for so many of us. Profit needs to be secondary to social responsibility.

Charging too much and not having generics for all meds.

Commercials

Commercials on TV, urging the public to try one drug vs. another.

Commercials. It should be the RX company's job to market appropriately to the Dr's; the patients shouldn't be seeing so many ads because it can skew their mindset on certain drugs/side effects...and make them more resistant to a drug the their MD suggests

Commercials. People shouldn't tell their doctor what they want to try because they saw a commercial.

**27) What do you want the pharmaceutical companies to do less of?**

Consider only the monetary bottom line.

Consumer-directed advertising. Put that money into research reduction of drug costs.

**CONTROLLING WHAT WE ARE PRESCRIBED (THROUGH THEIR SALES FIGURES AND KICKBACKS/"BENEFITS" TO OUR PROVIDERS)**

Convince primary care physicians to prescribe a lot of meds I don't need.

create medicines that cause weight gain

**CREATING MORE MEDICATIONS THAT ARE TO COSTLY AND DANGEROUS TO TAKE**

Cut out the perks and pens. I have seen enough of both. I will have more respect for the company and be more willing to prescribe their medication if their focus were more on the medication and not trying to "buy me off."

Delays to market. 3-4 page, glossy magazine ads, huge billboards & frequent TV ads are "over kill." Today, mood & anxiety disorders awareness are adequate. People know there are medications. We just need family to get them to the doctor.

Developing drugs with problematic side effects. They shouldn't at all.

dictate what can be prescribed, quit overcharging

Direct advertising on tv.

Ditto #26.

Do not be so aggressive in their approach to giving doctors information and providing samples, etc.

Does there need to be so many different brands of the same type of medication. Wouldn't fewer choices mean a decrease in cost.

Doing operations at a fast pace to get 2 market

Don't deny me obtaining my meds, just because of insurance,

Don't flood the market with items that haven't been researched well, It has happened to often.

don't know

Don't mention every possible side effect. Because if one person has had that effect, it must be listed on their information sheet.

Drug reps detailing dr's office using skewed information.

drug reps visiting the docs

Duplicate the same drugs.

Duplicating drugs; less detail men; lower the outrageous costs on some patented drugs. (Though I know some of monies collected are used for R&D.

expensive ad campaigns. different meds work for different people

Expensive TV advertising! They should not set up their "portable sales offices" at NAMI events.

Fancy, expensive ads. They waste money and make psychiatric drugs look like optional, 'lifestyle' medications. I've had people tell me they're fluff drugs and no one

Fewer ads on tv. I think that the ads continue the stigma that mental illnesses are over diagnosed and just about pill pushing.

Fewer perks, drug reps, etc. I don't think any prescription drug should be advertised to consumers on TV or in magazines. Physicians should be educated and offer medications based on their knowledge & expertise & patient's need.

Fight with each other in ways that just cost us all money, lobby Congress in their own self-interest -- anything that doesn't advance health care!

Fighting government health care.

fill their pockets

**FOCUS ON MAKING MONEY -- which will of course never happen in a million years**

Free lunch and free swag, etc...

Funding studies in which there is a ghostwriter and an M.D. only attaches his/her name to the paper.

**GIVE DOCTORS "INCENTIVES" TO PRESCRIBE ONE MEDICATION OVER ANOTHER WITHOUT THOUGHT FOR WHAT IS BEST FOR THE PATIENT.**

Give doctors incentives to prescribe some medications more than others

Give free lunches to the doctor's lunch. That money could be better used helping the patient rather than bribing the doctor

give incentives to drs.

give no promotional things to doctors and clinics. Only give medications that are affordable to all and even free to those who can not afford them. If they saved all the money on promotions that they give away they could give more medications away

**27) What do you want the pharmaceutical companies to do less of?**

giving doctors perks to push their medicine.
Giving out samples to doctors. Then our doctors and psychiatrists have to study the medications they give us.
Gouge the patient with exorbitant prices! My monthly cost for name brand medications is \$980.00 per month while in the yawning abyss of despair I refer to as the Medicare Coverage Gap.
Hand out freebees to doctors and pharmacies - those things all add to the costs of medication.
Hi big pharma
High cost prescriptions
high pressure pill pushing for the sake of pill pushing and not on behalf of patient need.
High prices
I am not sure of what they could do.
I don't want them to continue to not address medication safety for children.
I don't want them to make unsupported disparaging remarks about the other drugs on the market.
i really don't like animal testing.
I want less side effects of the medication. If a drug is causing heart attack, strokes or even deaths. Take it off the market. Refine it or take it off the market.
I want them to be less involved in the review of drugs. I want drug review conducted by independent experts. Perhaps the drug companies could setup a blind fund to help pay for independent review of the drugs, but have not input on the outcome.
I want them to not be in the "back pockets" of doctors. Personally, I don't think that I've been faced with such a situation, but I know many people are.
I want them to push less on doctors and pharmacists. That's not going to happen, I realize, since they are in the business of selling their products.
I wish they would stop with their tv ads that seem to say that their medication is the best for everyone. I believe they should say that the medications would be more beneficial in conjunction with counseling.
I would like them to stop trying to manipulate unethical doctors into promoting their drugs
I would like to stop seeing medication commercials on tv and around. Drugs shouldnt be marketed to the general population. They do not have the knowlege and education to know what they need.
I'm not really sure..Fortunate for me I am only on one psych med now for my bipolar and it is really helping. Thankfully, I'm not that bad, manic wise.
In addition to making money, they should promote research that will not harm the recipients of their drugs. If they do that, more people will agree to take medication that may help them. The drugs should "do no harm."
Increase costs
INFLATING COSTS
Influence doctors.
Influence our physicans
influence the Dr to prescribe a medicine
Keeping cost so high it's unobtainable for sick people
Leave or take the office people out to lunch. Not necessary.
Less "big money" ads on TV.
Less Advertisements for medications via commercials. Less promotion of the drug to Primary care doctors and more education from consumers, those who have experienced using medication in their lives.
Less advertisement
Less Advertising and lobbying in Congress especially fighting reform. Get clean on physian junkets. Is this a truth or myth? Do doctors get a kick back from pharma? of paying Let Americans buy their medicines from Canada!
Less advertising to the general public and to doctors. More education to the doctors would be beneficial.
Less commercial advertising - leave the information to doctors to reveal to patients
Less commercial time on television for cheaper medications and less pressure on phychiatrists to prescribe a certain medication.
less commercials on tv!! the worst thing that ever happened to pharma was when the law passed that allowed drug makers to advertise on tv

**27) What do you want the pharmaceutical companies to do less of?**

- Less direct sales to doctors and pushing the doctors to prescribe their medications. Allow the doctor to have the current information so they can make the decision whether to prescribe it to the specific needs of the patient.
- Less direct to consumer advertising.
- Less emphasis on unnecessary drugs like Viagra and more research into life-saving drugs and drugs that provide a better quality of life for those with real illnesses.
- Less in the Ivory Tower and sleep on a grate by the railroad yards. Less decorative furniture, huge office buildings
- Less influence on groups that are supporting people with brain disorders so that alternatives such as acupuncture and energy medicine can be investigated further - has worked for me for 13 years!
- Less lobbying in Congress!!!! More patient-centric care!
- Less lying about their products -- which they do solely for financial gain.
- Less marketing and more educating...education on medication is key and it would lead to more sales but unlike just marketing, it would help patients, families, and the
- Less marketing directly to the public. Ugh.
- Less marketing.
- less pressure visits to dr. while peddelling their wares, spend less \$\$ on commercials
- Less price gouging. Less pushing drugs in doctor's offices. Not raising prices so high.
- Less pushing of medications.
- less TV advertisement - medications for mental illnesses are not magic bullets. Stop representing them as such in the commercials
- Less TV commercials - they are very misleading.
- Lie.
- lie.
- LINE THERE POCKETS WITH MONEY. MAY I TELL YOU MY FRIEND IF THIS ALL MAKES NO SENSE TO YOU CHANCES ARE YOU ARE NOT REAL BRIGHT. ITS ABOUT MONEY MONEY MONEY MONEY MONEY AND MORE MONEY
- LOBBY
- LOBBY and get involved in politics and screwing up the FDA.
- Long-term testing
- look out for the consumer safety
- lower cost
- Make deals with doctors to push their products
- make decions based on money
- Make drugs with side effects and make drugs that shorten our lifespans, hurt our livers and thyroids, etc.
- make everyone in the tv audience feel like they need meds when they may not
- make high priced pills
- make it so hard to get samples in a quantity that is considered a good trail phase.
- make less money and do more prevention
- Make less of those condescending ads.
- Make minor changes to drugs to prevent generic release or encourage use of "new" drug with no real additional benefits. Less advertising and promotion of products.
- make money
- MAKE MONEY
- Make the focus less about money & perks to staff, and more about finding a cure for these illnesses
- Make us rely on generics that can be more affordable but that don't really work properly.
- Making commercials that apply to just about everyone. Be more specific in the commercial and state symptoms in more detail.
- making money
- Making more at the expense of our health and stop killing us and making us sick.
- making our lives more difficult

**27) What do you want the pharmaceutical companies to do less of?**

Making their top goal money, not patients.
Making tiny proprietary changes so that they can keep a medication from becoming a generic.
Market to consumers..They need to educate the doctors, and also stop the "scary side effect" disclaimers,instead put it ALL in writing and have the doctors be required to disclose all that information, rather than have it rattled off on tv.
Market to vulnerable populations less aggressively and less manipulatively. Less of research for new drugs and improve the ones that are out there.
marketing and advertising
Marketing drugs as new, when they are an active metabolite or a right isomer of the other, to name two examples.
marketing medications that haven't been tested enough
Marketing the newest "miracle" drug through mass media. Too many pill commercials!
Marketing their drugs when they know their data is prejudiced. More honesty about clinical trial results. Just how effective their drug was over their control drugs?
Marketing, swaying, policy making, funding factions... I want them to do less of most of what they do.
Marketing.
Marketing. The way they are all advertising on television just confuses the whole thing. People end up going to the Doctor and asking to change medications because the one on TV looks better than the one they are on.
Media propoganda
Mispending their money
monetary influence to doctors for selling their products and softening - hiding negative secondary effects
money hoarding
Much less advertizing and marketing with the doctors. No more frills!
Never push medication through without proper testing. I worry that they may do this. Focus less on making a profit and more on helping people.
no more anti-depressants for depression, please start exploring the bipolar market
No more giving away tickets to events, meals, etc to Dr's & their offices-waste of money that could go toward lowering prescription costs
Not applicable.
Not push anything they haven't had to use themselves by prescriptions
not push certain medications with so much advertising and getting to docs....
Not to dictate which meds can be used depending on the insurance company you have and formulary restrictions. Doctors who know the meds well and know what will help their patient, should not have to pick the closest med and not the one they want.
Off label pushing of their medication. For extreme cases wehre children's have no choice but to take medicaiton make sure they are only prescribed for a short time.
Oops, see above. [previous comments]
Oppose less the re-importing of prescriptions from other countries and, instead, work to effect the treaty proposed in answer to question 26 above.
Opposite of #26
Over price their meds and promise things that they can't deliver.
Overcharge. Advertise in such a glossy way about new medications as if they are the answer to all one's problems. They mislead people. Stop pushing their new drugs on MDs so hard. Don't get involved with insurance companies.
Overpaying executives.
overt marketing to consumers and doctors
overwhelming the psych docs with reps.
Pay doctors. Give them pencils and pens. Not money. And large sums of money.
Pay less attention to their profit margins.
Paying doctors to speak on behalf of and support their medications and rewarding them for the amount of prescriptions they write.
Paying off doctors and other medication providers to push the drug company's medications with no regard to the person taking it. Guinea pigs of us.
Paying off the Doctors with perks to push their meds. Stop it!
Paying politicians.

**27) What do you want the pharmaceutical companies to do less of?**

perscibe
Pharma should stop ALL activities that influence the choices made by prescribers. Paying a doctor \$1500 to speak about a drug to other doctors easily yields, on average, a \$100,000 profit because the doctor writes more Rx's for that drug.
Pharmaceutical companies care more about making money and keeping patents than getting a great medication out to people who really need it. I would like to see less greed, and more humanity.
Pharmaceutical companies need to have less influence on the doctors. It seems they stop in the doctor's office and drop off a large amount of samples, which then the doctor pushes off on his/her patients.
Play those ridiculous commercials Try to distribute dangerous drugs (for example, a drug that is prescribed for bipolar disorder that ends up making the patient a diabetic when they never were before taking the med)
Please try to use less chemicals and start trying to develop nature made medicines.
Poisoning psychiatry. Only severe laws will alter their behavior and they spend so much on marketing & lobbying that they are out of control. Make it a felony for drug companies to access physician prescribing information.
Pollute the environment, particularly the water supply, with byproducts, etc...
Preasure the FDA to quickly approve new meds before sufficient honest trials are completed.
Pressuring MDs to use their drugs.
Pretend everything is rosy with the meds
Pretty much everything they do now as business as usual.
Price fixing, price gouging, manipulation of agencies and government bodies.
price gouging, selling a product at an absurdly high markup versus a generic competitor.
Pricing new drugs at extremely high prices.
Produce meds at a resonable cost so that insurance companies will cover them. Most of us will be medicated for life. We should not hv to choose between sanity and
Promote generics and proclaim that they are just like the brand and supposedly work the same.
promote the high cost medications
Promote their own medications when they are less effective for the patient.
promoting harmful pills
Provide more samples and less perks to doctors and clinics.
Provide psychiatrics more of a choice of medication, rather than trying to sell only one brand of med; patients should be able to avail themselves of a variety of meds as the reaction to each med is different
Providing incentives to doctors. It seems that there's always the psych drug of the month club. All of a sudden, everybody is taking Saphris or some other new drug.
Providing medications that people with mental illness can not afford because the insurance companies will not cover them.
<b>PUBLIC ADVERTISING</b>
Push a medication to increase there monitary benefits.
push certain drugs on doctors for the purpose of making money rather than helping the consumer, successfully and with the least amount of harmful side effects
Push certain pills or flavors of the month !
push doctors to only use this medication.
Push doctors to prescribe their meds.
Push drugs on doctors
push drugs to doctors with perks to prescribe them
push free samples let the doctor choice be non influenced.
Push meds to the doctors. Advertise their products non-stop.
push name brands
Push new meds so it seems like everybody is taking the newest drug to hit the market.
Push particular meds to p-docs. I don't ever want to be taking medicine because my doctor is getting a kick-back to prescribe a specific medication.



**27) What do you want the pharmaceutical companies to do less of?**

PUSH pharma...

Push pills for Dr. kickbacks

Push pills with dangerous side-effects

Push pills.

Push the latest and greatest, and most expensive.

push the new stuff just to get their money from insurance

push through with FDA and not knowing LONG term effects.

Push untested drugs, hide and/or downplay side effects

Pushing antidepressants

Pushing drugs on television. People go to their doctors and ask for whatever is advertised on television. Some doctors prescribe anything patients ask for.

pushing medication down my throat (via GP and psychiatrists)

pushing meds to doctors; slight alterations of molecules to extend patent rights for profit; direct media marketing to patients; minimalizing side effects.

Pushing new medicine that has not been around for very long.

Pushing pills to psychiatrists without FULLY knowing the benefits and down side. I'd appreciate more honesty and less making us test subjects in their experiments.

Pushing specific drugs.

pushing their drug on doctors unethically

Pushing their latest and greatest medications regardless of a lack of proof as to their effectiveness.

Pushing their medications on psychiatrists.

pushing their products to doctors

Pushing their type and Brand of medication at clinics and mental hospitals.

Pushing what's new just cause it's new. Also take in consideration what has been a success and continue to promote that medicine

Pushing, and I mean really pushing, their meds to dr's to sell their product when it could be devastating to a lot of patients

push the wrong meds on the people for the wrong reasons .

Quit changing things that work all the time, unless of course there is a problem with the drug...

Quit giving doctors free samples on new drugs so they can just try them out on people.

Quit giving doctors samples. Then the doctors only prescribe those medications even if not suitable for all people. Charging high prices.

Quit marketing their drugs directly to consumers. Quit pushing their pills to treat illnesses they haven't been approved by the FDA to treat. Quit offering incentives to psychiatrists to push your brand of pills because it only hurts the consumer.

raise the cost of medications.

Raising prices for those who need meds, and publishing millions of pages of "gobbledy gook" that users discard b/c they're too convoluted!

rape us

Rate hikes. If I can't afford the meds, then what is the point. And stop trying to sell me every FDA approved pill for this and than and the other. Make a pill that does what it is supposed to, to whom it is meant for and for the period of time specified.

Real R&D. it seems as if they modify existing medication but do not truly try to find products that benefit the illness but reduce major side effects

Refusing insurance coverage.

releasing meds to used on us before they have been fully tested and the risks known. Be truthful about the results. Make them more affordable. Educate us more about what the medication actually is suppose to do for us.

research and development for new drugs that are not saving lives or drastically changing them. It seems Pharma is constantly on the lookout for the magic "antidepressant" that cures bad breath while helping you achieve a perfect tan.

Research for the use of food supplements to be used in the place of a drug where feasible. The problem here is how can the drug company be reimbursed for its research and some profit since food supplements can not be patented.

restrictions

Running simplistic ads on TV, magazines, and on the radio targeting people who know nothing about pharmacology.

**27) What do you want the pharmaceutical companies to do less of?**

say this workes for all.

scare us with information. Get it right.

see above answer [question 26 comments]

See above. [question 26 comments]

sending reps that take up the time of my Psychiatrist and in turn disrupt my time

Spend less money on perks for drs and more on making meds more affordable to more people.

Spend less of their \$ on advertising & more on research.

Spend less on frivolous marketing.

Spend millions on ads to the public to create a demand for their products. Ads add significantly to the cost of meds.

spend money on tv ads

Spend the majority of their money on marketing and spend much more of it on research.

spending ad money supporting NAMI and DBSA, indirectly, so as to not cause any conflicts of interest.

Spending money on advertising and lining fat cats' pockets. Although it is scary (and sometimes hilarious) to hear them list all the side-effects of their medicines which often prove that the cure can be worse than the disease.

spending money on advertising the medication- let the psychiatrist and the patient choose based upon research trials and case studies proving efficacy

Spending money on promoting the meds

sponsoring 'independent' research by private doctors lobbying and promoting drugs to physicians

steal my money

Stop advertising drugs on TV and in other places! Doctors should be the ones suggesting medications, they have the knowledge about them! You peddle drugs like candy and make it sound like if people pop a pill all their problems will be solved!

Stop advertising meds on tv and radio.

Stop advertising on tv and in magazines. If someone needs medication, they will seek it out or be referred by a physician. Don't advertise to encourage people to question themselves and seek out a medication when they don't have a real medical problem.

Stop advertising on tv and pushing pills on doctors who know nothing about psychopharmacology

Stop allowing family doctors to prescribe psych drugs as they are not qualified to deal with the myriad of problems the patients may have.

Stop choosing very attractive reps. and teach them to act in a very professional manner. Flirting, chatting, laughing is game playing and the patient sitting in the office waiting for their appt. does NOT like that.

Stop direct marketing them to consumes.

stop givivg doctors kick-backs for prescribing certain drugs

stop having tv commercials!

Stop interfering and being allowed to promote through representatives pharmaceuticals that would influence how a doctor treats a patient.

Stop letting "what kind of insurance do you have?" be their first question.

Stop making medicine so outrageously expensive.

stop making those commercials that make like their drugs are miracle drugs that solve all our problems in no time. Remind us we need to do other things to take care of our recovery like exercise, healthy diet, be consistent with visits to our psyc doc.

Stop offering kick backs.

Stop paying drs. for prescribing/promoting particular drugs.

stop polluting. stop advertising. stop focusing on the profit margins. The public has a polarized view of them. On one side is entitlement to the ease of a miracle pill. On the other is a distrust of corporate greed.

Stop pushing the drugs onto people, we are not running a cattle farm, ...we are human beings. Life is more than making money in the end.

Stop pushing the newest thing out so quickly (yes it's the doctor too). I was in a hospital and ALMOST ALL of us were put on Seroquel- it was like we were all drunk at a party. It wasn't a pill I stuck with.

Stop pushing the pills

**27) What do you want the pharmaceutical companies to do less of?**

Stop pushing their pills on physicians and let them make their own choices.

Stop putting high prices on new medications which limits newer options to those only with money or good insurance.

Stop raising the prices of medications!

Stop repackaging the same drug & calling it something else. Weight gain & diabetes are NOT acceptable side effects. Stop limiting the marketing. New rules don't make your ethics better. They just mean we have nothing to write with.

Stop selling out to make a profit. Care about people. Develop a sense of service. Don't sponsor your own research to get the results that you want. Don't buy doctor's

Stop so much advertising of trade name drugs on TV.

stop the drug ads that fill the t.v. and waste millions of \$\$\$ and use the money to treat the individuals who really NEED the meds through the psychiatrists and trained professionals who know mood disorders. WHAT A HUGE WASTE OF MONEY

Stupid ads.

Take doctors and consultants on golfing weekends when 'promoting' new drugs - wouldn't a half day conference do?

Take years and years for medication development, 20 million dollars to research and develop (that we ultimately pay)

Talk.

television advertising

Television and all other advertisements! Extremely inadequate information, and also puts into mind of the patient what drug they need BEFORE they even consult

Tell lies and cover up the truth about what some of their drugs have done to people

The companies could do less advertising on TV and give more discounts to lower socio-economic groups.

the high cost of medication

The pharmaceutical companies can stop producing drugs of a similar nature, like Abilify and Seroquel and produce something that does not cause Tardive Dyskenisa (sp) and weight gain.

The pharmaceutical companies could do less high end promotion of their product.

There are no magic pills don't make them sound like they are

they are always in a hurry! too fast in and out of Drs. offices!

They do way too much direct-to-consumer advertising and sending reps to doctors instead of channeling that money to research.

They need to stop thinking of drugs as a commodity to be supplied to MI consumers. They need to stop thinking that the "right drug" will fix each and every illness.

They need to see MI consumers as people struggling toward recovery, not \$\$\$.

They need to think less of their investors and more of their customers. If not, the Ford Pinto case of pharma companies will happen.

They should do less lobbying in D.C.

they should not be able to buy off the doctors and pharmacies

They should stop advertising on TV, magazines, the radio, internet, etc... Their advertising isn't informative and distorts the process of coming up with the most effective treatments for each person.

To not mass produce only certain medicines that they think are "in" at the time.

Try to "buy" doctors to use products. (ie lunches, pens and other items)

trying to tell people that the "medical model works" They should take the time to look at the "Peer Reviews in Psychiatry" because I have !

Turning doctors, et al, into walking advertisements for them...

TV ads

tv ads

TV ads where they want the patient to tell the doctor what med. to prescribe for them. People need to let the doctor provide the expertise. The drug co. should teach

TV ads.

TV ads. They make me more depressed. I mute the TV.

TV advertising

TV advertising - consumers should not be going to their doctors and recommend their own medication choices.

TV advertising.

**27) What do you want the pharmaceutical companies to do less of?**

TV advertising. It is a disservice to everyone who sees an ad and thinks the drug is a miracle cure.

TV and radio ads. Blech. A constant reminder. No thanks!!!

TV commercials that make it seem like this med or that med will make you "normal"

TV Marketing

waste

Wasting money and time, especially on capital hill

Way to many commercials that make it look like a pill can fix anything.

We need better, cleaner atypical antipsychotics, so I would like them to stop acting as if existing ones are panaceas.

When Rx companies present their latest products to the medical community, also include other options for persons who may not be able to tolerate the drug de jour.

- Denying drug issues!

1) Advertising on TV. 2) Giving "free" samples to physicians. Free samples are not really "free". Since they are NOT tax deductible, the companies end up passing the cost to the consumers by raising prices.

Adertising in magazines,on TV and radio.

Ads

Advertise

advertise

Advertise

advertise

advertise and push drugs on television

Advertise medication. Instead run ads informing the public what Depression is and the serious of the disease.

Advertise.

Advertise. The commercials for their anti-depressants are promoting stigma. Also, stop paying doctors to write scripts. The music business was forced to stop "payola" in the 70's - why does the pharma industry get a free pass?

advertise. While I understand the marketing end of their business, ads are everywhere now. Take some of that \$\$ and apply it to free or reduced cost meds for low

Advertisement. Giving MDs/psychiatrists freebies-dinners, trips, anything.

Advertising

Advertising

Advertising

advertising a new medication like a new soap or other object such as a car or toilet bowl cleaner.

Advertising direct to consumer. Talk to the MDs who can listen critically (hopefully).

Advertising in the media, I believe they are creating diseases to sell medications.

Advertising is confusing to me--I don't feel I get enough information on exactly how the drug is supposed to work.

Advertising on television! I think it is unconscionable to run commercials telling people to ask their doctors about certain medicatons. lit's not the patients job to tell the doctor what medication they need, it's the doctor's job to treat the patient

Advertising on TV

advertising on TV - if a medication is really effective, it should speak for itself in the marketplace.

Advertising on TV and online.

Advertising on TV. Causes over prescription giving for those not really in need.

Advertising to the public. Giving doctors incentives for prescribing certain medications.

Advertising!

Advertising, bribing doctors, poorly-design research

advertising, especially on TV and radio. Advertise with the doctor and let the doctor make recommendations based on my particular need. And, don't use the fear factor when you do advertise; you are playing on vulnerabilities.

**27) What do you want the pharmaceutical companies to do less of?**

- advertising, I get tired of it always being in my face all the time
- Advertising, which adds substantially to the cost of drugs for the consumer especially since many of these drugs are available only through a doctor's prescription. e.g. "Ask your doctor if this is right for you!"
- Advertising. And most especially the mushy advertising which really has nothing to do with the practical needs of people who have been disabled by a brain disorder. Give us some real testimony from patients who are back at work now.
- Advertising.....I doubt most people go to their doctor and tell them about an ad they saw....especially not expecting positive feedback from doctor after making Advertising.It's confusing and should be let to the physicians to explain to the patient.
- Advertize on tv.
- advertizing as it's costly and can be misleading.
- Animal testing.
- Animal testing. Do less leading a patient to think from taking the latest medications is going to the one that will cure it all.
- Attempt to put everyone on medication. Some people don't need psychiatric medication. The more freely this medicine is prescribed without the patient really needing it...the less my disease is going to be taken seriously.
- Be focused so much on the profit associated with marketing drugs to consumers.
- Be Greedy
- be greedy and irresponsible
- Be less concerned about profits, marketing and more concerned for actually getting the right medications into the hands of patients who truly need help.
- bribe the psychiatrists to push their meds.
- Bringing out products that have not been tested enough.
- bs advertisements
- Buy off doctors
- Change the advertising, sometimes less can be more.
- Change the prices to what they would pay and less on the individuals.
- Charge excessive fees
- Charge so much.
- Charge such high prices.
- charge too much for necessary meds
- Commercials on TV. They are irritating, annoying and misleading.
- compete with themselves. the new and improved idea, also, keeping a drug from going generic.
- Conducting market-driven human research trials in a morally egoistic fashion that's operated solely from their self-interest of profit, while discounting the total best
- Decrease lobbyists in DC where our pharm and health policies are made.
- Develop a new medication closely resembling a med that is about to become generic.
- Direct-to-consumer advertising. Throwing out clinical trial data that doesn't match what looks good for the company. Being honest about side effects, and being COMPLETELY OBJECTIVE.
- Direct-to-consumer marketing. I really was not happy when drug companies were allowed to advertise. I believe that it creates confusion and possible problems with compliance, and affects the patient/psychiatrist relationship.
- don't put out medications if you're not sure how well they work yet
- Don't release news of new meds until they are absolutely sure it works.
- Force doctors to comply to a quota system.
- Give handouts that are several pages long and mean nothing to me because I cannot understand it.
- Go into such detail about the side-effects, to the point where people don't want to take the med.
- Gouge the consumers and con the physicians.
- have there people wear more casual clothing in stead of power suits it is very intimidating to go to the Dr. and have the waiting room full of people with power suits on

**27) What do you want the pharmaceutical companies to do less of?**

Hawk their wares like gypsies.

HICKING UP THE COST

Hide the true facts of possible side effects of the medication.

hide the true research about the side-effects

I dislike seeing commercials advertising a specific anti-depressant medication, showing a male/female smiling and happy and carefree - as if it's a "quick fix" to the

I don't know.

i hate commercials/advertisements for pills. ppl shouldn't be self prescribing & that is the purpose of the commercials. they make people think they need something that they probably don't. this gets in the way of finding an actual solutions

i know there is competition between drug companies; but surely they don't all NEED to develop the same kind of drug for the same illness. there are many variations of the same drug while some illnesses, physical or mental, have few or no effective meds.

I want them to become passionate about what they do and be more concerned with the actual well-being of out countries citizens instead of coming up with solutions to line their pockets.

I want them to stop buying lunches for every doctor's office in the country...and spending millions of dollars schmoozing doctors and paying sales reps 200K a year to push the drugs. Find ways to lower the overall cost of medicine.

I wonder if phamaceutical companies get kick backs for doctors prescribing certain pills.

I would like the pharmaceutical companies to stop marketing to the general public. I would like the pharmaceutical companies to stop funding research and direct those funds to a pool that provides funding for independent research.

I would like to pick up a magazine and not see ads for drugs that the average person has no understanding of.

I would like to see the pharmaceutical companies focus less of their efforts on making me-too medications and on marketing their medications. The cost of prescription drugs is too high, and part of the reason for this is that they're overmarketed.

IF THEY KNOW THE DRUG IS NOT SAFE TAKE IT OFF THE MARKET.

in general.rather than just sell their proprietary products, i would like to see them promote the importance of good menatl health care

Influence and pressure on doctors to use their medication.

Influencing of doctors to prescribe

Infomercials disguised as research continuing medical education. "Philanthropic" control of patient self help and advocacy groups. This includes using surveys such as this to "seed" info about NDRA's or other products. Just stop.

Less "cattle shoot"

Less advertising in booklets and pamphlets created to assist consumers and their families in managing a person's mental illness. Be really transparent about profits from new medications.

Less aggressive detailing, less stringent rules to get patient assistance to purchase meds, and to stop price-fixing similar drugs or being motivated by expiring patents.

Less lobbying

Less lobbying Congress to change the laws to give them longer profit times on important meds that people need.

Less pill pushing on doctors.

Let "real" people talk freely about their experiences with meds.

Lie and cheat.

Lobbying congress.

Lobbying.

lower costs

Make Numbing, dummy-inducing Drugs.

Make porfits at the expense of those who are mentally ill and need medications.

make such great profits and provide for the rich. stop creating medication that means we have to choose to give up an organ to use it.

Making immense profits off poor peopole

Manipulation of their clinical trial data

**27) What do you want the pharmaceutical companies to do less of?**

Market their drugs on t.v. -- they are totally misleading and oversimplify things.

Marketing!

MARKETING!! - direct-patient advertizing should be totally eliminated - money spent on advertizing to physicians should be greatly decreased Spend that money on Medications should not be advertised on TV.

Not make medicines unavailable to people because they can't afford them.

not pushing new drugs with little side effect information with their freebies

Offer kickbacks & freebies to the MD

overcharge for thier medications

overcharging medications.

Overmarketing the pills to the psychiatrist.

Pay off doctors. I want them to stop courting doctors, stop taking them to lunch, stop putting money in the doctors' pockets to prescribe their brand of medication. And I want them to stop downplaying their drugs' real and dangerous side effects

Paying or providing incentives to psychiatric professionals to do presentations about their drugs to large groups.

pill PUSH

Please stop increasing the cost of medication people need in order to stay alive. My medication costs caused me to go into bankruptcy which did not help my

Please stop making meds expensive.

Price gouging so a lot of people that need psychiatric meds can't afford to get them even if they qualify for medicare.

PROMOTE BAD MEDICATION AND KEEP SELLING MEDS THAT DON'T WORK, JUST FOR THEIR OWN PROFIT.

Promoting their product only for money reasons

provide their side of the story alone.

Providing perks--including free lunches--to physicians and their practices. Free samples of the meds are ok, financially insignificant freebies like pens and pads with company logos are ok; other than that, freebies should be prohibited.

Push drugs over therapy, and encourage both in concert with each other. Work to have insurance companies to be more accepting of therapy costs.

Push drugs. Advertise.

Push harmful drugs to doctors.

push pills for all situations

push pills through advertising.

push the pills to Drs.

Pushing ANY drug via advertising campaigns. It should be illegal to give practitioners incentives (ie: holidays, etc) to prescribe a certain drug EVEN if it is clearly not the best option for the patient.

Pushing off-label, inadequately researched uses of medications.

pushing pills

Pushing the doctors to prescribe a pill when they know their company wants all the money they can get.

Pushing their "new" drugs.

que a cullas personas con vajo recurso se les de los medicamentos gratis

quit making the same crap

Quit pushing the latest "blockbuster" drug by bribing doctors with gifts

raise prices

raising prices

Recommend medications without thorough research.

Reduce cost to reasonable amounts for all prescription meds. Stop saying you're the savior and the hero. Your drugs kill as many as they help.

reduce testing on animals if possible

Renew patents on medications when used for new purpose or when time-released formula comes available, this making the medication unaffordable AGAIN.

**27) What do you want the pharmaceutical companies to do less of?**

reps/free lunches/breakfasts

Rush to market without all the facts.

Scaring people!

See #26. I am married to a physician, and she will know about a drug just as soon as the drug reps do. She will talk to her peers, get anecdotal evidence from her patients, and make a prescribing decision based on that. NOT on TV ads!!

See above.[question 26 comments]

sell drugs in commercials or ads

Selling off label and paying huge fines as a result.

send out reps to push pills at the doctors and dont only share their studies

side effects in medicine

Spend less money on advertising.

Spend millions of dollars on advertising and lobbying and use this money to keep drug prices down.

Spend money on toys they use to market their products.

spend on advertising (to push meds) instead of on research

Spend so much on advertising

spending money on advertising which drives up the cost of the meds (those two and three page ads in magazine cost thousands and thousands of dollars)

Standing in the way of a national healthcare bill with prescription coverage.

Stay OUT of clinical trials!!! If the co that made the drug pays for & monitors the trials, I CAN'T trust the results! If a subject experiences an adverse reaction, their participation is eliminated from published results! I've SEEN it!

Stop advertising on tv and prints

Stop advertising their products on television and giving samples/discounts to doctors. Let the products sell themselves.

stop buying America. fancy lunches, bonuses, and incentives are pushed across doctor's offices across the nation and unfortunately a bonus or perk is not going to

Stop buying practitioners with free samples, gifts, cash payments. Stop lying to the public that their meds do not cause serious negative effects, especially when stopping meds or with long-term usage.

Stop focusing so much on the profits, CEOs!!! Remember, these are real people who take the drugs you make, could be your family members, & they sometimes die because they can't afford them.

Stop making their commercials so depressing. I get depressed just watching them.

Stop over charging!!! Stop the lies of the side effects and tell the REAL truth! I almost died taking Invega. I came real close to death and also had horrible side effects

Stop overcharging for brand name drugs, there are other ways to make a profit.

stop saying you can't have this med's

stop testing on animals. it is important to see how it works on us - not them. stop selling drugs that harm us. too many people die or get worse before drug is

Stop the commercial advertising except for medical publications. Why are you trying to sell me something only my doctor can prescribed, talk more to their doctor and let them prescribe meds not have the commercial suggest a med.Your doc has your history!!

Suppressing or manipulating trial results.

targetting people - implying that their medication will be the cure all for mental illness

Television ads! I speak to a number of people who change their medications more than they need to based on what they hear on TV. They also tend to portray depression in a melodramatic way, which I think leads to increased stigma.

Tell clinicians what they can and cant order for a patient.

They should cut their profit margin so drugs can be more affordable for patients who need the medications.

think they know what's best for the patient

This is just hearsay, but they shouldn't make pacts with physicians to prescribe a certain number of pills.

Treating medications like the newest fashion. No need for advertisements if the proof is there that they are effective.

Try to influence doctors



**27) What do you want the pharmaceutical companies to do less of?**

Trying to push their drugs on psychiatrists so you're forcing them to act like their sales reps.
Tv ads and charging so much that people can't afford it. Pushing meds out into the market place that haven't been properly tested
TV Advertising and Promotion!
TV advertising, ghostwriting studies
Unrealistic protrayals in advertising. Plant the seed and stress talking to your physician. Stop rewarding physicians for using their products so that they perscribe the highest payback rather than focusing on the patients needs.
Use less money on gifts or lunches for the doctor's staff, focus more on 'selling' the product to the doctor.
Use the money on lunches to help eople that truly can' nafford medication
using (harming) animals in testing, spending too much money advertising
Wasting money and misleading people by using Direct to consumer advertising!
When they advertise their products on TV don't go into such detail on side-effects,it makes people not want to take them, commom side-effects are fine. The patient should get detailed written information, when they fill the script.
Wine and dine docs. Educate docs without subtle bribery.
Advertise
Advertise
advertise go back to the original diagnosis Manic depression It's more understandable
Advertise on TV
Advertising to the general public. No I should not ask my Dr. about this or that medication. It's BS.
advertising, brainwashing people into believing they need their drugs
Advertising.
blatant promotions that influence doctors ability to recommend the best medicine for the patient
Breathing.
Bring the cost down.
Consider their profits first.
Denying responsibility for researching the complex interactions between body and drug chemistries i.e. What drugs stay in the system? Which pass out? How do they interact over years? How DNA affects each person's response to specific medications?
fewer commercials
Focusing on profit before safety.
I don't like in the advertising for medication (physical and psychiatric) they downplay the risks/ side effects, they talk in a soothing voice that doesn't change pitch even when talking about some really scary ones. This seems misleading.
Less advertising, it is incredible the millions and millions and millions that they pay for this. Also charge less, even 25% of current med prices and they would still make millions and millions
Less marketing of drugs as a solution to transient mood changes.
Less of getting into your affairs- how you spend your money how many perscriptions you've had- inquiring information from other hospitals and or other perscriptions to find out the truth behind the person taking them.
Limiting those with lower standard insurance. There are many others out there but unavalable/unaffordable even with secondary insurance. Make it equal across the board. Do they not make enough money? or are we guinie pigs? Are we not worth equality?
MAKE MEGABUCKS!!!!!!!!!!!!!!!!!!!!!!!!!!!!
make money
Marketing.
mass marketing and creating media sensation over the "best" treatments available
Me too drugs Waste of time and money to lengthen the patents sustained release drugs should not have a patent extension or another dosage form of a drug already

**27) What do you want the pharmaceutical companies to do less of?**

No more political contribution. No more taking NIH and government subsidies without taxpayer dividends. Stop pushing harmful pills and over medication on vulnerable Americans in prisons, nursing homes, and hospitals.

Propagandise people, but then again, that is their intention isn't it? (To manipulate people?)

push harmful products for a profit.

Push meds down the throat of physicians. Stop excessive advertising in magazines & TV.

pushing the ideal of automation

put meds on the market before they are adequately tested. Too many recalls AFTER they are on the market. + Advertising meds on TV like they have cure for every problem without equal attention given to risks. Usually only brief sidebar at end of ad.

Quit coming out with a "new" drug that has one little change or is now extended release, and so they can keep selling it as non-generic. QUIT BEING SO GREEDY!!!

Quit talking about how their stupid meds are Gods gift to man. THE PILLS ARE NOT PERFECT! THEY DO HAVE SIDE EFFECTS!

raise the cost of meds

Salesman ship. Makeing Dr'calls. Dropping off "new" "better" medications. They need to stay out of the Dr's offices and no gifts, lunches and conferences. For the question below-none of those fit, PTSD

Selective publication of study results. Direct-to-consumer advertising.

stay out of politics they have no place there. They try to regulate much around us and behind closed doors.

Stop pushing drugs! Thats should be criminal! There no better than drug dealers.

Stop pushing the "new" that aren't really new and then typically have a whole new slew of side effects that destroy health -- found out down the road.

Stop spending so much money on promotional items for Doctors and publish how much money is paid for Doctors who promote their products.

They need to do less charging for psychotropics.

tv ads, less competitive