



## **National Coalition for Appropriate Prescribing Statement of Principles**

**We call for greater transparency of the relationship between medicine and marketing and for policies that encourage evidence-based, cost-effective use of medications.**

The U.S. pharmaceutical industry produces innovative medicines that contribute to the health of Americans. However, the industry also spends more than \$28 billion each year marketing its products to physicians. More than 90% of US physicians accept food, drug samples or payments from pharmaceutical companies.

It is clear that industry marketing encourages doctors to prescribe newer, high cost therapies, which in some cases are no better than older, less expensive drugs. And newer medications come with unknown risks.

**Transparency on gifts and payments from industry to health care providers will benefit patients, payers, policy makers and taxpayers. Patients and prescribers need unbiased information about the safety and effectiveness of drugs. Therefore, we support:**

- The Physician Payments Sunshine Act  
This bill would require drug and medical device makers to disclose gifts and payments to doctors, which would be listed online in a publicly accessible database.
- The Independent Drug Education and (IDEA) Outreach Act  
This bill would establish federal funding for the creation of evidence-based drug information materials and for trained clinicians to disseminate this information to prescribers. Such programs are expected to improve quality and generate net savings.
- Disclosure of industry gifts to groups  
As with gifts to individuals, gifts from industry to medical professional organizations and patient advocacy groups create conflicts of interest. We call for disclosure of such gifts, as pharmaceutical company Eli Lilly has done voluntarily

We will also consider other measures to encourage appropriate use of prescription drugs and reduce conflicts of interest caused by pharmaceutical and device company marketing.

We invite your organization to join our coalition. An updated list of members is available at: [http://www.prescriptionproject.org/tools/solutions\\_resources/files/0031.pdf](http://www.prescriptionproject.org/tools/solutions_resources/files/0031.pdf)



Yes, please:

Add us to the National Coalition on Appropriate Prescribing.

We support the goals and wish to receive materials, but do not list us on public documents.

Organization: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature\*: \_\_\_\_\_ Date: \_\_\_\_\_

\*physical signature unnecessary if emailing

This form can be returned to:

Gabrielle Cosel  
Attn: The Prescription Project  
30 Winter St., Suite 1010  
Boston, MA 02108  
[gcosel@communitycatalyst.org](mailto:gcosel@communitycatalyst.org)