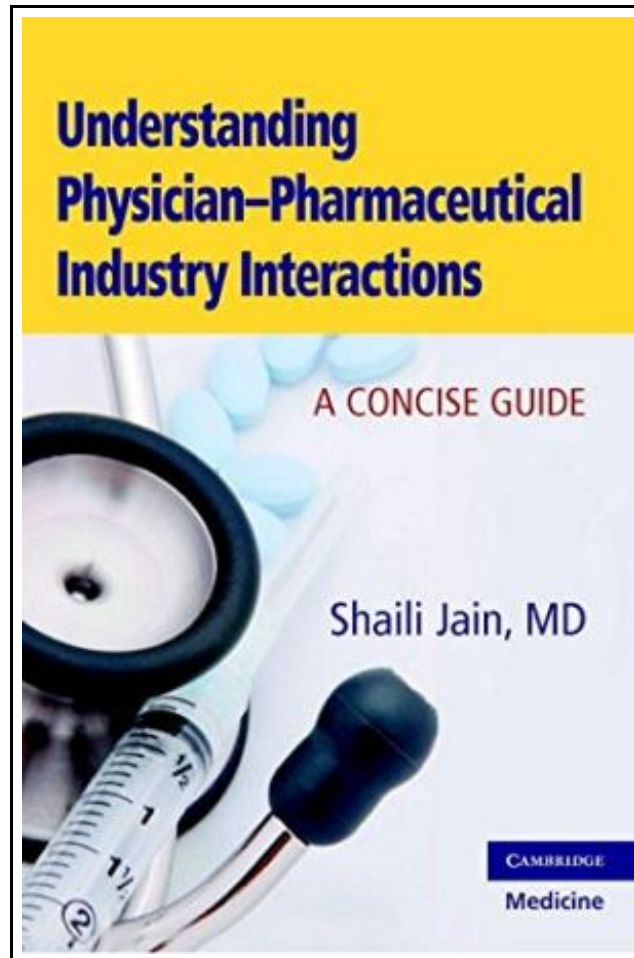


## Understanding Physical-Pharmaceutical Industry Interactions: A Concise Guide



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Cambridge University Press, New Delhi, India, 2007. Paperback. Book Condition: New. First Edition. Physician-pharmaceutical industry interactions continue to generate heated debate in academic and public domains, both in the United States and abroad. Despite this, recent research suggests that physicians and physicians-in-training remain uninformed of the core issues and are ill-prepared to understand pharmaceutical industry promotion. Furthermore, few medical curricula address this issue, despite warnings of the imperative need to address this gap in the education of tomorrow's physicians. There is a vast medical literature on this topic, but no single, concise resource. This book aims to fill that gap by providing a resource that explains the essential elements of this subject. The text makes the reader more aware of the key ethical issues and allows the reader to be a more savvy interpreter of industry promotion, have a heightened awareness of the public and medical legal consequences of some physician-pharmaceutical industry interactions, and be better equipped to handle real-life encounters with industry. Multiple clinical vignettes are included with the factual text, allowing the reader to see the clinical relevance. Book includes internet resources and copies of actual medical society policies. Includes extensive references. Contents 1. Gifts from the pharmaceutical industry to physicians: do they influence prescribing?; 2. Ethical considerations of receiving gifts from the pharmaceutical industry; 3. One on one: an analysis of the physician-pharmaceutical company representative detailing interaction; 4. Medical academia and the pharmaceutical industry; 5. Teaching physicians-in-training about pharmaceutical industry promotion; 6. Continuing medical education: how to separate continuing medical education from pharmaceutical industry promotion; 7. Professional policies on physician-pharmaceutical industry interactions; 8. Preserving professionalism: patients' perceptions of physicians' acceptance of gifts from the pharmaceutical industry; 9. To sample or not to sample? The use of pharmaceutical industry-supplied medications in medical practice; 10. Physician-pharmaceutical industry interactions, the...



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