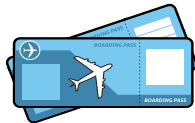




What Is Your Doctor Getting Paid?

The Physician Payments Sunshine Act requires that financial relationships between physicians and industry be made public on a government website known as Open Payments

Physicians Receive Payments From Industry



84%

of U.S. physicians report receiving **payments, gifts, meals, drug samples, or travel** from industry



More than \$27 billion was spent on marketing to physicians by the pharmaceutical industry in 2012



Marketing tools such as gifts and free meals also influence clinical decision-making.”

Austad et al., 2014, *Journal of the American Medical Association*

Payments Influence Patient Care

17%

When physicians received meals or speaking or consulting fees, prescriptions of a company's drug increased by **17%**

34%

Use of promoted drugs fell by **34%** when hospitals limited physicians' contact with pharmaceutical company sales reps



The financial and marketing relationships between physicians and industry can affect the care that patients receive – **transparency is needed.**

Transparency is the solution

70% of consumers think that **doctors should disclose payments** from a company whose drugs they are about to prescribe



“ A public record ... could serve as a deterrent to inappropriate relationships and undue industry influence.”

Institute of Medicine, “Conflict of Interest in Medical Research, Education, and Practice”

Sources

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- 6 Institute of Medicine, “Conflict of Interest in Medical Research, Education, and Practice” (2009), <http://www.iom.edu/Activities/Workforce/ConflictOfInterest.aspx>.

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