

**Table 6: Examples of problems in drug promotion**

Problem	Examples
Misleading promotion	Nearly one half of print advertisements in medical journals were non-compliant with FDA guidelines on appropriate promotion. <sup>40</sup>
	A systematic review found that print advertising in journals aimed at doctors frequently “provides poor quality information.” <sup>41</sup>
	Between 1991 and 2015 pharmaceutical firms paid \$11 billion in criminal and civil penalties to the US federal and state governments for unlawful promotional activities. <sup>42</sup>
Expenditures for promotion	Drug promotion consumes at least \$27.7 billion and as much as \$57.5 billion dollars annually, more than 10% of total industry revenues. <sup>43 44</sup>
	In 2004 spending on promotion was nearly two-fold higher than total industry R&D spending, or about one quarter of industry revenues. <sup>43</sup>
Inappropriate prescribing	A systematic review found that when doctors received information directly from pharmaceutical companies their prescribing practices either did not change or deteriorated, as measured by cost, frequency and quality. <sup>45</sup>