

Deadly Medicines and Organised Crime

How big pharma has corrupted healthcare

PETER C GÖTZSCHE

Forewords by

RICHARD SMITH

former editor-in-chief, *BMJ*

and

DRUMMOND RENNIE

deputy editor, *JAMA*

Contents

<i>Foreword by Richard Smith</i>	vi
<i>Foreword by Drummond Rennie</i>	x
<i>About the author</i>	xii
1 Introduction	1
2 Confessions from an insider	5
Asthma deaths were caused by asthma inhalers	11
Shady marketing and research	13
3 Organised crime, the business model of big pharma	22
Hoffman-La Roche, the biggest drug pusher	24
Hall of Shame for big pharma	25
The crimes are repetitive	32
It's organised crime	37
4 Very few patients benefit from the drugs they take	43
5 Clinical trials, a broken social contract with patients	51
6 Conflicts of interest at medical journals	64
7 The corruptive influence of easy money	70
8 What do thousands of doctors on industry payroll do?	74
Seeding trials	76
Rent a key opinion leader to 'give advice'	77
Rent a key opinion leader to 'educate'	80
9 Hard sell	87
Clinical trials are marketing in disguise	87
Ghostwriting	89
The marketing machine	91
Hard sell ad nauseam	95
Highly expensive drugs	98
Excesses in hypertension	99

Patient organisations	101
NovoSeven for bleeding soldiers	101
10 Impotent drug regulation	107
Conflicts of interest at drug agencies	108
Corruption at drug agencies	110
The unbearable lightness of politicians	114
Drug regulation builds on trust	119
Inadequate testing of new drugs	122
Too many warnings and too many drugs	128
11 Public access to data at drug agencies	137
Our breakthrough at the EMA in 2010	139
Access to data at other drug agencies	142
Deadly slimming pills	144
12 Neurontin, an epilepsy drug for everything	151
13 Merck, where the patients die first	155
14 Fraudulent celecoxib trial and other lies	164
Marketing is harmful	168
15 Switching cheap drugs to expensive ones in the same patients	171
Novo Nordisk switches patients to expensive insulin	171
AstraZeneca switches patients to expensive me-again omeprazole	172
16 Blood glucose was fine but the patients died	176
Novo Nordisk interferes with an academic publication	187
17 Psychiatry, the drug industry's paradise	191
Are we all crazy or what?	191
Psychiatrists as drug pushers	197
The chemical imbalance hoax	199
Screening for psychiatric disorders	201
Unhappy pills	201
Prozac, a terrible Eli Lilly drug turned into a blockbuster	202
Exercise is a good intervention	207
Further lies about happy pills	208
18 Pushing children into suicide with happy pills	217
Glaxo study 329	217
Concealing suicides and suicide attempts in clinical trials	220
Lundbeck's evergreening of citalopram	224

Antipsychotic drugs	229
Zyprexa, another terrible Eli Lilly drug turned into a blockbuster	230
The bottom line of psychotropic drugs	232
19 Intimidation, threats and violence to protect sales	236
20 Busting the industry myths	249
21 General system failure calls for a revolution	259
Our drugs kill us	259
How much medicine do we really need and at what cost?	262
For-profit is the wrong model	264
Clinical trials	265
Drug regulatory agencies	268
Drug formulary and guideline committees	273
Drug marketing	275
Doctors and their organisations	277
Patients and their organisations	280
Medical journals	282
Journalists	283
22 Having the last laugh at big pharma	290
Money doesn't smell	293
Creating diseases	295
<i>Index</i>	301