

Pharmaceutical Facts

\$ According to industry estimates, drug companies spent \$15.7 billion dollars on promotion in 2000, up from \$13.9 billion in 1999. ([IMS Health](#))

\$ Sixty million "details" were made by 83,000 drug reps in the year 2000. Astra-Zeneca added 1,300 reps solely to promote Nexium. ([Scott-Levin Consulting](#))

\$ \$7.2 billion dollars worth of free samples were distributed in the year 2000. ([IMS Health](#))

\$ The "Research-based" pharmaceutical industry spends more on promotion and administration than it does on research and development. ([Families USA](#))

\$ Drug costs increased 18.8% to \$131.9 billion dollars in 2000. Over a third of this increase was due to a shift to the use of more expensive drugs. ([National Institute for Health Care Management](#))

\$ Two and one-half billion dollars were spent on advertising to consumers in 2000, a 35% increase from 1999; \$468 million dollars were spent on journal ads. ([NIHCM](#))

\$ Increases in the sales of the 50 drugs most heavily advertised to consumers were responsible for almost half (47.8%) of the \$20.8 billion increase in spending in 2000. ([NIHCM](#))

\$ In 2000, Merck spent \$161 million on advertising for Vioxx. That is more than Pepsico spent advertising Pepsi. (\$125 million), and more than Anheuser-Busch spent advertising Budweiser. (\$146 million) ([NIHCM](#))

\$ The increase in Vioxx sales in 2000 accounted for 5.7% of the 1 year increase in drug spending. ([NIHCM](#))

\$ Since 1995, R&D staff of U.S. brand name drug companies have decreased by 2%, while marketing staff have increased by 59%. Currently, 22% of staff are employed in research and development, while 39% are in marketing. ([PhRMA Industry Profile 2000](#))

\$ In a study by Avorn, et al, forty-six per-cent of physicians reported that drug reps are moderately to very important in influencing their prescribing habits ([Amer Journal of Med, 1982](#)).

\$ A study by Chew, et al ([JGIM, 2000](#)), found that in the treatment of hypertension, over 90% of physicians would dispense a sample that differed from their preferred drug choice.

\$ A study by Westfall, et al ([JAMA, 1997](#)), found that 96% of physicians and staff had taken samples for personal or family use in the preceding year.

\$ The AMA generates \$20 million in annual income by selling detailed personal and professional information on all doctors practicing in the United States to the pharmaceutical industry ([NY Times, November 16, 2000](#))

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