**Course Details**

**Learning Objectives:** (The attendee will be able to):

- Be able to list several reasons for pharmaceutical companies to pursue a marketing strategy of taking physicians to lunch and providing drug samples.
- Be able to list the basic concepts of Evidenced-Based Medicine as it relates to the pharmaceutical industry.
- Be able to list several conflicts of interest issues related to Big Pharma and drug prescribing.
- Be able to demonstrate several examples of misleading drug advertisements.
- Be able to show several examples of the vulnerability of drug prescribers.
- Be able to list several sites which provide unbiased drug prescribing information.

**About the Speaker**

Adriane Fugh-Berman, MD is an Associate Professor in the Department of Pharmacology and Physiology and in the Department of Family Medicine at Georgetown University Medical Center, where she teaches graduate and medical students about evidence-based medicine and critical assessment of drugs and other therapeutics. As Director of PharmedOut, a GUMUC research and education project that promotes rational prescribing and express the effect of pharmaceutical marketing on prescribing practices, Dr. Fugh-Berman leads a team of volunteer professionals that has profound impact on prescribers’ perception of the adverse consequences of industry making. Dr. Fugh-Berman has authored many key articles in peer-reviewed literature on the area of physician-industry relationships and conflicts of interest, including an article about how industry uses social psychology to manipulate physicians, an expose of how ghostwritten articles in the medical literature were used to sell menopausal hormone therapy, an analysis of how “key opinion leaders” are used to market drugs off-label, an explanation of drug rep tactics, a discussion of prescription tracking, a description of industry publication planning, an article on conflicts of interest in basic sciences and a national survey of industry interactions with family medicine residencies. Dr. Fugh-Berman lectures internationally and has appeared on every major television network.

**Fees for course (which includes a buffet);**

- HUCD Faculty $25
- No charge for RFTDS members
- $60 for HUCD Alumni Dentists
- $45 for HUCD Alumni Hygienists
- $100 for Dentists
- $75 for Dental Hygienists

To R.S.V.P. please contact Ms. Lauren Warner at 202-806-0020 or lauren.warner@howard.edu

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