

Kan vi stole på legemiddelindustrien?

GSK i endring

6. november 2015

Line Storesund Rondan
Avdelingsleder, GSK



Skriftlig legemiddelreklame fremdeles ikke til å stole



DAGENS
Medisin

Fordi medisinen er i endring,
må også sykehustilbudet endres

Nyheter | Debatt | Blogger | Leder | Legeliv | DM-Quiz | DM-TV | Jobbmarkedet | DM Arena

Siste nytt | Helsepolitikk | Forskning | Kreft | Hjerte og kar | Legemidler | Folkehelse | Livsstil | Psyk

Oppdatert 02.09.14 Nyheter

- Ukorrekt legemiddelreklame

En ny studie viser at kun rundt halvparten av påstandene i legemiddelreklame er korrekte.

GlaxoSmithKline pays \$3bn to settle dispute with US government over rosiglitazone and other drugs

Nigel Hawkes LONDON

GlaxoSmithKline is to pay a record \$3bn (£1.9bn; €2.2bn) to settle longstanding disputes with the US government over marketing of some of its best known drugs.

The disputes, some of which go back to 1997, include an investigation by the US Justice Department into the marketing of the antidiabetic drug rosiglitazone (marketed as Avandia) and GSK's alleged attempts to market the antidepressant bupropion (Wellbutrin) as a slimming aid. The settlement also includes the alleged misuse of "neominal pricing" arrangements to overcharge the Medicaid programme.

Comparison with other large fines levied by the US authorities is difficult, because so many different drugs are involved in the GSK case, but the amount it is prepared to pay exceeds the previous highest levied at one time, the \$2.3bn fine imposed on Pfizer in 2009 (BMJ 2009;339:b3657).

The decision by GSK to agree a settlement reflects a desire by the company to put the past behind it. Andrew Witty, its chief executive, said, "This is a significant step towards resolving difficult, longstanding matters which do not reflect the company that we are today."

"We have fundamentally changed our procedures for compliance, marketing, and selling in the US to ensure that we operate with high



Andrew Witty, GSK chief executive. "We have fundamentally changed our procedures for selling in the US"

standards of integrity and that we conduct our business openly and transparently."

The final figure will not be negotiated until late next year, but GSK says that it has ample cash available to cover it, so its dividends will not be affected. The settlement will cover all GSK's best selling drugs in the US but will not completely clear its books.

It has set aside a further \$1bn in provision for other cases, including a subpoena from the New York US Attorney's Office that involves three antiretrovirals and an investigation by the US

Department of Justice under the Foreign Corrupt Practices Act.

Last year GSK settled a number of patient liability claims resulting from rosiglitazone, which was shown to increase the risk of heart attacks (BMJ 2010;340:c2654). This settlement cost the company \$2.4bn.

The deal reflects an increasingly tough regime for drug companies in the US.

bmj.com Feature: Rosiglitazone: what went wrong? (BMJ 2010;341:c4848)

Cite this as: BMJ 2014;348:g7234

26 UTENRIKS

Sex og korrupsjon i Kina



GlaxoSmithKline

SEKSKANDALE: GSKs tidligere Kina-sjef, Mark Reilly fikk både skilsmisse og skandaliserte. Foto: Aisy Song/Reuters/NTB Scanpix

Dette ble
GSK-legenden i
etatte da
er Hamphrey
mestende for
spasje. Men
skandalen
Det ble da
vestage på
som kine-
skandale.
mulighet
val
d og spott
i GSK.
mulke
d, dem
ndag
Kina som
«skandale»,
men
beider fallt ut med kinesiske
nyrdigheter.
«Problemer relatert til vår
virksomhet i Kina er meget
vanskelige og kompliserte»,
heter det i en uttalelse fra GSK
denne uken.
kenneth.lund@dn.no



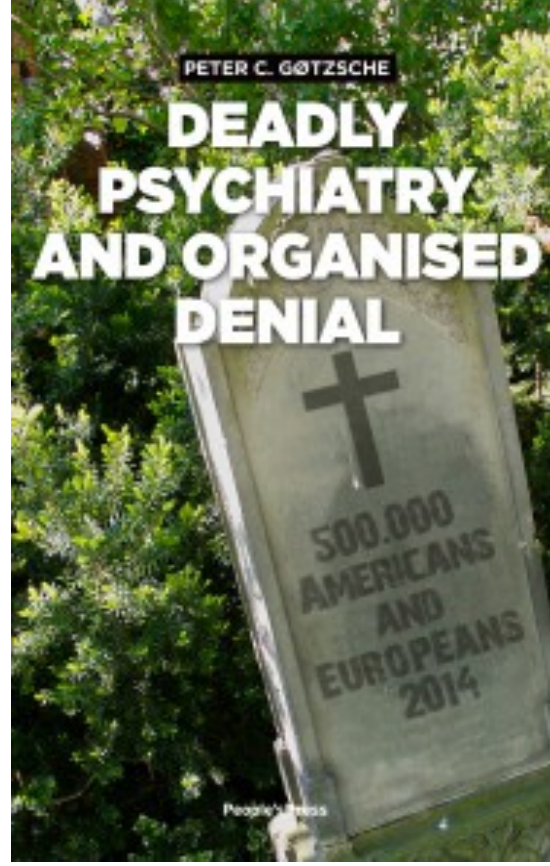
Bad Pharma™

Ben Goldacre

Bestselling author of *Bad Science*

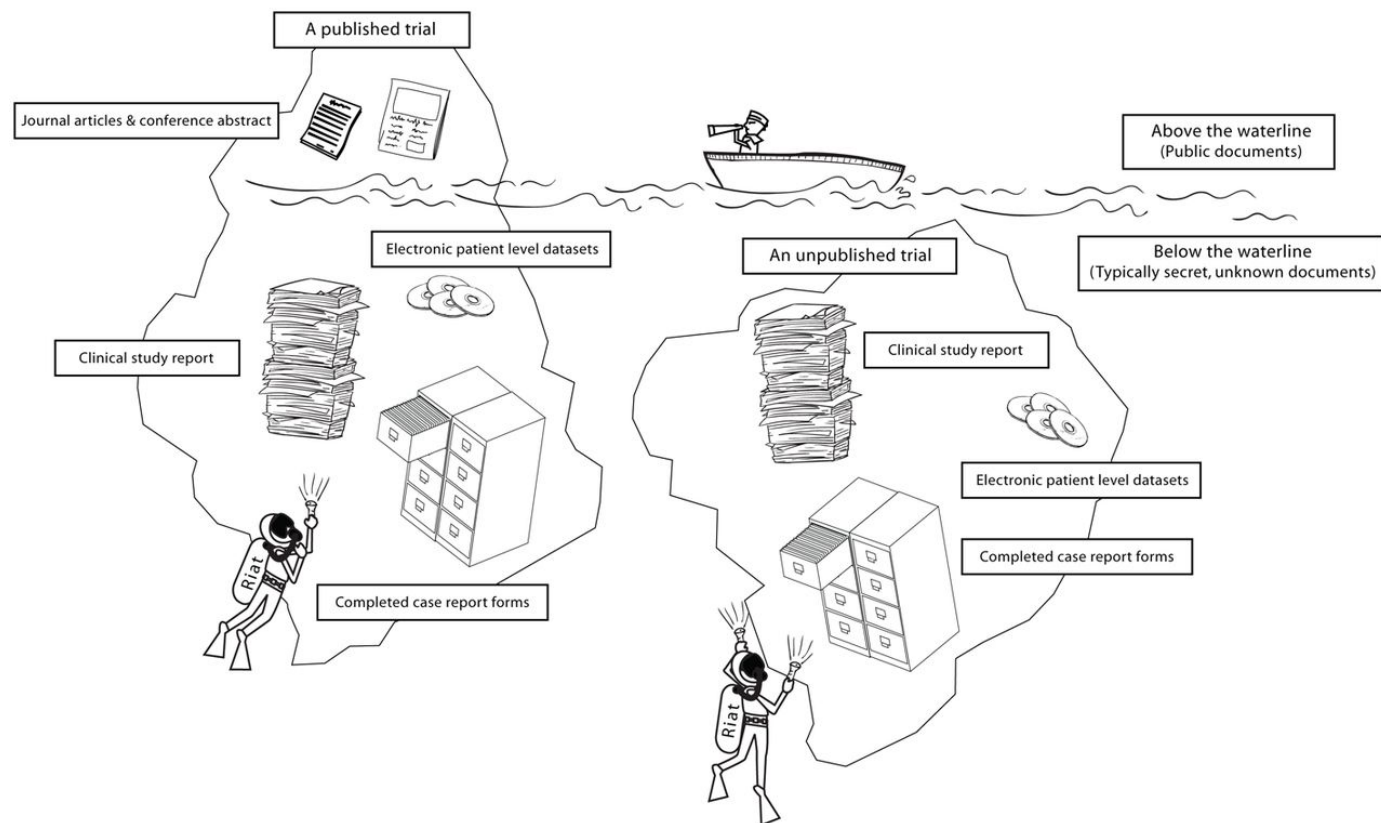
How drug companies
mislead doctors and
harm patients

364 pages



Understanding the world of trial documents

What's above and below the waterline?





Global helse

Patenter/priser

Åpenhet om studiedata

Publikasjonsbias

Studiedesign

Designet for å favorisere produsent

Markedsføring

Uheldige bindinger





Utvikling av antibiotika

Vi var pionerer i utviklingen av antibiotika

Medisiner mot HIV/AIDS

Vi utviklet den første medisinen mot HIV, og har i dag videreutviklet medisinen slik at pasienter med HIV kan leve med sykdommen, ikke dø av den

Inhalasjonsmedisiner for astma og kols

De siste 40 år har vi kommet med banebrytende, nye medikamenter og nye inhalatorer som har endret behandlingen av astma og kols

Vaksine mot polio

I over 60 år har vi støttet kampen for utryddelse av polio og vi bidrar i dag med 1/3 av vaksinene til "Global Polio Eradication Initiative."

Vaksine mot meslinger og røde hunder

Vi utviklet den første meslingvaksinen på 1960-tallet og den første vaksinen mot røde hunder på 1970-tallet

LEGEMIDLER

Første malariavaksine er faglig godkjent

Etter tretti års forskning, er GSK sin malariavaksine nå klar og godkjent. Vaksinen skal tilbys barn og spedbarn i utsatte land i Afrika.



Malariavaksine for de rikeste

INGER ANNE OLSEN KOMMENTATOR

OPPDATERT: 23.OKT. 2013 12:15

Verdens farligste infeksjonssykdom er ikke aids, men malaria. Sykdommen dreper 650.000 hvert år. Nå varsles endelig en vaksine mot malaria. Men den vil antagelig bli så dyr at de som trenger den mest, aldri vil få den

For de fattigste

ANITA TUNOLD DIREKTØR, SAMFUNNSKONTAKT, HELSEØKONOMI OG ETABLERTE PRODUKTER, GLAXOSMITHKLINE
OPPDATERT: 23.OKT. 2013 13:53

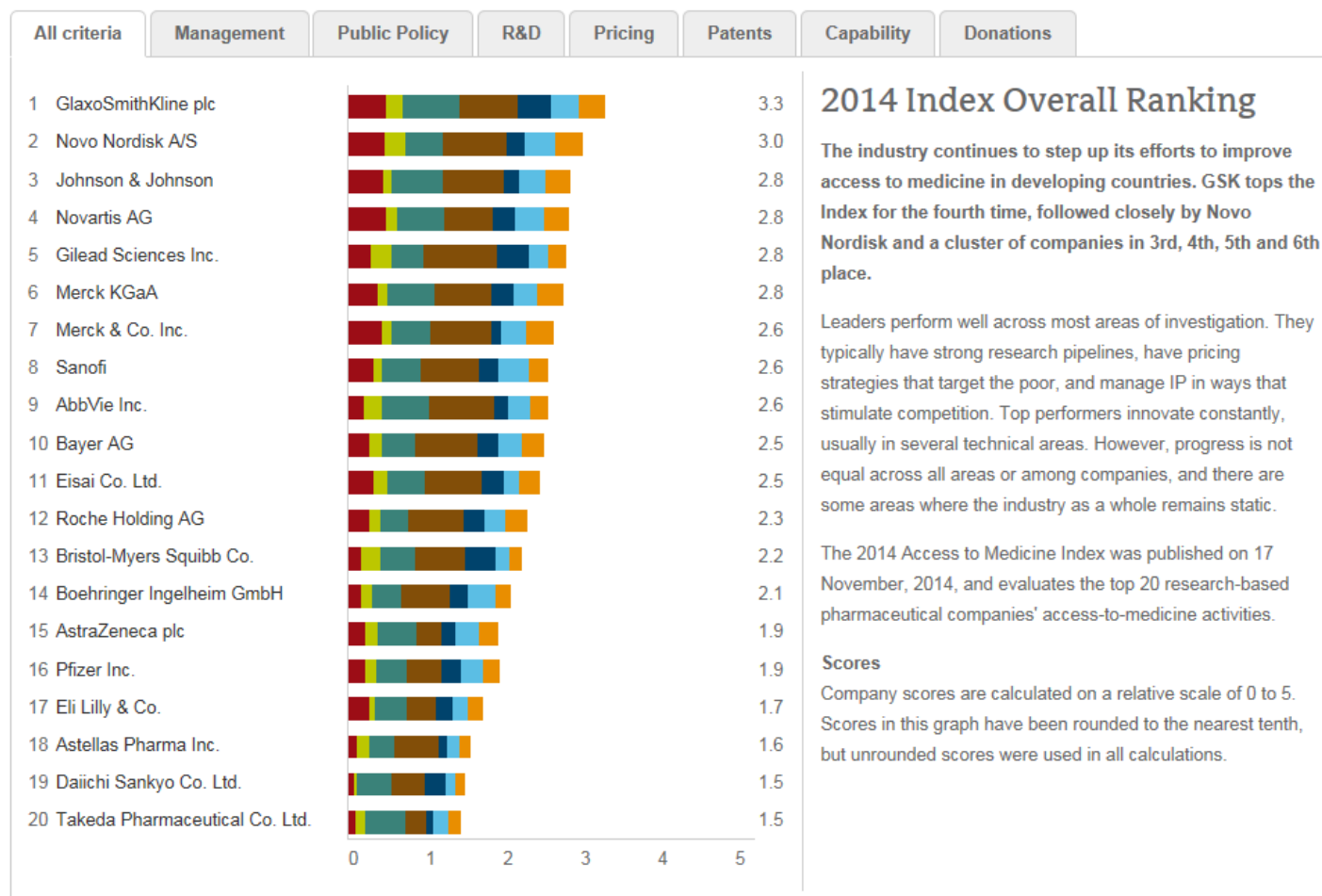
Aftenpostens kommentator Inger Anne Olsen skriver tendensiøst og kunnskapsløst om malariavaksine.

GlaxoSmithKlines toppsjef har lovet at hvis vi lykkes med å bringe denne vaksinen på markedet, skal den prises til produksjonskost pluss 5 prosent som skal reinvesteres i videre vaksineforskning på tropiske sykdommer, inkludert malaria.

Access to Medicines Index



Ranking



Åpenhet om studiedata

Alltrials-initiativet



THE DARTMOUTH INSTITUTE
FOR HEALTH POLICY & CLINICAL PRACTICE



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Following

Historic moment. @GSK sign up to alltrials.net bit.ly/VBsPhY Promise to release all Clinical Study Reports. Lordy.



[Home](#) > [Media](#) > [Press releases](#) > [GSK and Theravance announce results f.....](#)

GSK and Theravance announce results from the SUMMIT COPD CV Survival Study

08 September 2015

Issued: London, UK and South San Francisco, CA, USA – LSE announcement

[Medscape Medical News](#) > [Conference News](#)

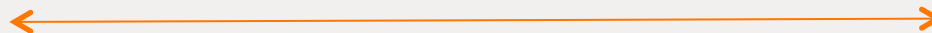
SUMMIT: No Mortality Benefit to *Breo* in COPD

Jim Kling

September 11, 2015



*Vi ønsker at valg av legemiddel
utelukkende baserer seg på faglige
vurderinger*



Hvordan fjerne tvil?

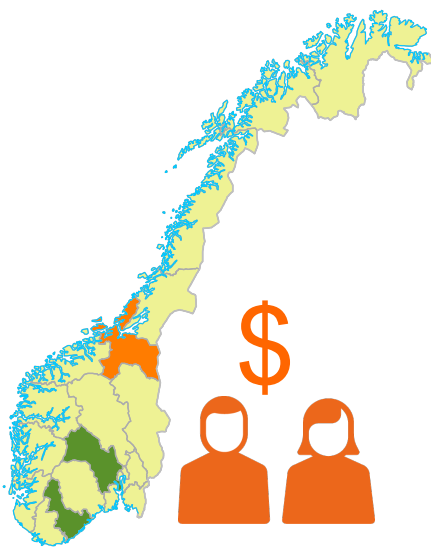
Tiltak gjort de siste årene



Forbud mot å ta med helsepersonell på kongressreiser



+ andre utenlandsturer





NRK

NYHETER ▾

SPORT

TV

RADIO

DISTRIKT ▾



YR



Legemiddelgigant dropper legehonorarer

Legemiddelgiganten GlaxoSmithKline vil fjerne enhver mistanke om økonomiske bindinger mellom selskapet og helsepersonell, og har derfor sluttet å betale sine foredragsholdere.

Hva ønsker vi å stå for?



GlaxoSmithKline US government

Wired Health - 1/20/09
GlaxoSmithKline is to pay a record \$2.1 billion (\$2.1bn) to settle longstanding disputes with the US government over marketing of some of its best known drugs.

The disputes, some of which go back to 1997, include an investigation by the US Justice Department into the marketing of the antidiabetic drug rosiglitazone (marketed as Avandia) and GSK's alleged attempts to market the antidepressant bupropion (Wellbutrin) as a sleeping aid. The settlement also includes the alleged misuse of "promotional pricing" arrangements to overcharge the Medicaid programme.

Comparison with other large fines levied by the US authorities is difficult, because so many different drugs are involved in the GSK case, but the amount it is prepared to pay exceeds the previous highest level at one time, the \$2.1bn fine imposed on Pfizer in 2009 (BMJ 2009;339:b3657).

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Bad Pharma



Andrew Witty, GSK

standards of conduct and business openly.

The final figure will not be known until late next year, but GSK says that it has enough cash available to cover it, so its dividends will not be affected. The settlement will cover all GSK's best selling drugs in the US but will not completely clear its books.

It has not made a further \$1bn in provision for other cases, including a subpoena from the New York US Attorney's Office that involves three antidiabetics and an investigation by the US

Justice Department over the marketing of generic drugs. GSK is also facing claims involving blood thinners, which was shown to increase the risk of heart attacks (BMJ 2012;345:e2654). This settlement cost the company \$2.1bn.

The deal reflects an increasingly tough regime for drug companies in the US.

© Wired.com Feature: Rosiglitazone: what went wrong? (BMJ 2012;345:e3648)

The Financial Times 2012, 243, 177-18

