

POPULATION AND QUANTITATIVE HEALTH SCIENCES



SPECIAL SEMINAR

Given jointly by the University of Massachusetts Medical School, Population and Quantitative Health Sciences and UMASS Boston, Gerontology Department and Gerontology Institute

Wednesday, October 20, 2021
12:00 – 1:00 PM

“Industry Influence on Medical Literature”

Presented by: Adriane Fugh-Berman, M.D.
Professor of Pharmacology & Physiology
Georgetown University

Join from PC, Mac, Linux, iOS or Android:

<https://umassmed.zoom.us/j/92349787574?pwd=dGxMSFJNYTVMbFh1R3NuLzFTdExudz09>

Password: 780270



[Adriane Fugh-Berman, MD](#) is a Professor of Pharmacology and Physiology with a joint appointment in the Department of Family Medicine at Georgetown University Medical Center. Dr. Fugh-Berman codirects the M.S. program in [Health and the Public Interest](#) and directs [PharmedOut](#), a GUMC research and education project that promotes rational prescribing, exposes the effect of pharmaceutical marketing on prescribing practices and has had a profound impact on prescribers' perceptions of the adverse consequences of industry marketing.

Dr. Fugh-Berman has authored many key [articles](#) in peer-reviewed literature on the area of industry influence on medicine, including the first studies in the medical literature about how the pharmaceutical industry influences [surgeons](#), [pharmacists](#), [basic scientists](#), and

individual [patients](#). Other key articles include a study that shows that [Medicare prescribers who accept industry gifts](#) prescribe more medications (and more expensive medications), a review of how industry uses [social psychology](#) to manipulate physicians, an exposé of how [ghostwritten articles](#) in the medical literature were used to sell menopausal hormone therapy, an article about how “key opinion leaders” are used to [market drugs off-label](#), an explanation of [drug rep tactics](#), an analysis of how industry uses [CME to create markets](#), a [national survey](#) of industry interactions with family medicine residencies, and a study that documents the effect of [Why Lunch Matters](#), a [presentation](#) that is the first to document a significant change in physicians' perceptions about their own individual vulnerability to pharmaceutical marketing. Dr. Fugh-Berman lectures internationally and has appeared on 20/20, Nightline, the 1A, the Diane Rehm show, and every major television network.

Dr. Fugh-Berman is also an expert on botanical medicine and dietary supplements, and directs Georgetown's [Urban Herbs](#) project, which maintains teaching gardens on campus that intermix edible, medicinal, and ornamental plants, and demonstrate permaculture, xericulture, and ecological gardening concepts. She is the author of a clinical textbook, *The 5-Minute Herb and Dietary Supplement Consult*, and was the author of the first chapter on complementary medicine to appear in *Harrison's Textbook of Internal Medicine*.